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JANUARY 1994

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CANADIAN
Coin Box
MAGAZINE

NEWS
FOR THE
COIN OPERATED
AMUSEMENT
INDUSTRY

Published since 1946

Cover

Joel Friedman and Jerry Gordon are the Bees Knees at Rowe International, as they keep busy with new developments for 1994.

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Volume 49 No. 1
January 1994

20 One Stop Shops for Music
A list of one stop music spots for jukebox operators to satisfy their every music need.

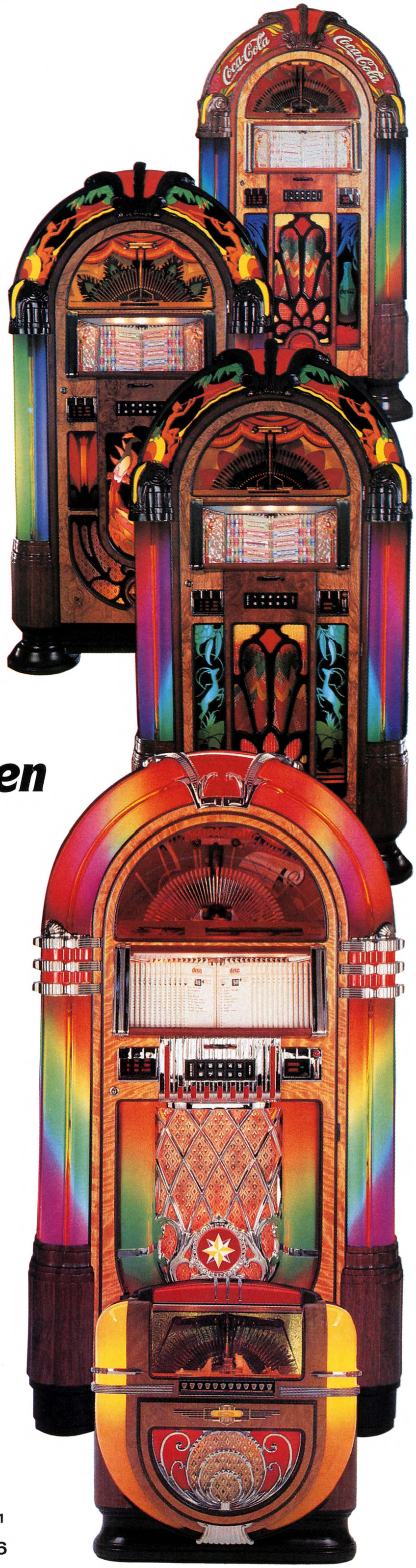
22 Programming Jukeboxes for Success
Jukebox operators across the country share ideas on music selection and programming jukeboxes in ways that will satisfy their customer's needs. A catalogue-style listing of jukes available appears beginning on page 27.

26 A Blast From The Past
Bruce Sutton of Jukebox Magazine talks about juke-box restoration from the collector's point of view.

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PERSPECTIVES

with Sandra Anderson

Another Year, More Changes

Well, another year has arrived and brings with it many changes in the industry.

Some of those changes include staff at Canadian Coin Box magazine. Our Advertising Manager, Peter Wilkinson, will no longer be with us in 1994, as he moves on to pursue other interests.

Speaking of moving, this magazine and our other publication, Canadian Vending will be moving to our head office in Delhi, Ontario. I'll keep you posted as to when this will happen.

Something that will not change in 1994 is our editorial commitment to the coin-op amusement industry. Our editorial line-up is similar to previous years, featuring ACME and AMOA show issues, a Buyers' Guide in the Spring; operator and business profiles; and the usual coverage on jukeboxes; kiddie rides; bulk vending; arcades; pinballs pool; darts; leagues and much more.

A bit of news, which wasn't included in the Industry News section this issue due to space restrictions, is that the International Association of Amusement Parks and Attractions had a successful trade show, Nov. 17 to 20.

The show, celebrating IAAPA's 75th Anniversary, brought together 24,556 industry people from all over the world. There were some 830 exhibits in 2700 booths, which showcased the newest technology and entertainment for the amusement park and attractions industry.

"From the spectacular exhibits to the quality educational seminars, I think all the attendees will agree that this was the best show ever hosted by the IAAPA," said Ted Crowell, IAAPA's second vice president, responsible for the show.

The IAAPA is the largest international trade association for the world's permanently located amusement facilities. They represent over 3,400 park, supplier and individual members in over 61 countries, including a substantial membership in Canada.

I'd like to urge readers to keep those letters to the editor rolling in about new ideas and opinions you may have on industry issues; and for amusement operators to keep filling out their Top Ten Game Polls monthly. Your response is greatly appreciated.

Happy New Year! ❑

$ VLT COIN BOX $

New Brunswick

April 1, 1993 to December 4, 1993
(Based on 3,141 VLTs in 2,489 locations)

Cash in terminals	122.3 mil
Total winnings	68.3 mil
Lottery/gov't share	22.9 mil
Operator's share	16.5 mil

Percentage breakdown: Gov't = 39%; location = 30.5%; operators = 30.5%.

Newfoundland/Labrador

April 1, 1993 to December 4, 1993
(Based on 1,529 VLTs in 451 locations)

Cash in terminals	75.8 mil
Total winnings	51.3 mil
Lottery/gov't share	16.5 mil

Percentage breakdown: Gov't = 65%; location = 35%.

Nova Scotia

April 1, 1993 to December 4, 1993
(Based on 1,703 VLTs in 446 locations)

Cash in terminals	147.7 mil
Total winnings	105.2 mil
Lottery/gov't share	28.6 mil

Percentage breakdown: Gov't = 65%; location = 35%.

Prince Edward Island

April 1, 1993 to December 4, 1993
(Based on 538 VLTs in 332 locations)

Cash in terminals	20.5 mil
Total winnings	11.8 mil
Lottery/gov't share	4.3 mil
Operator's share	2.2 mil

Percentage breakdown: Gov't = 50%; location = 25%; operators = 25%.

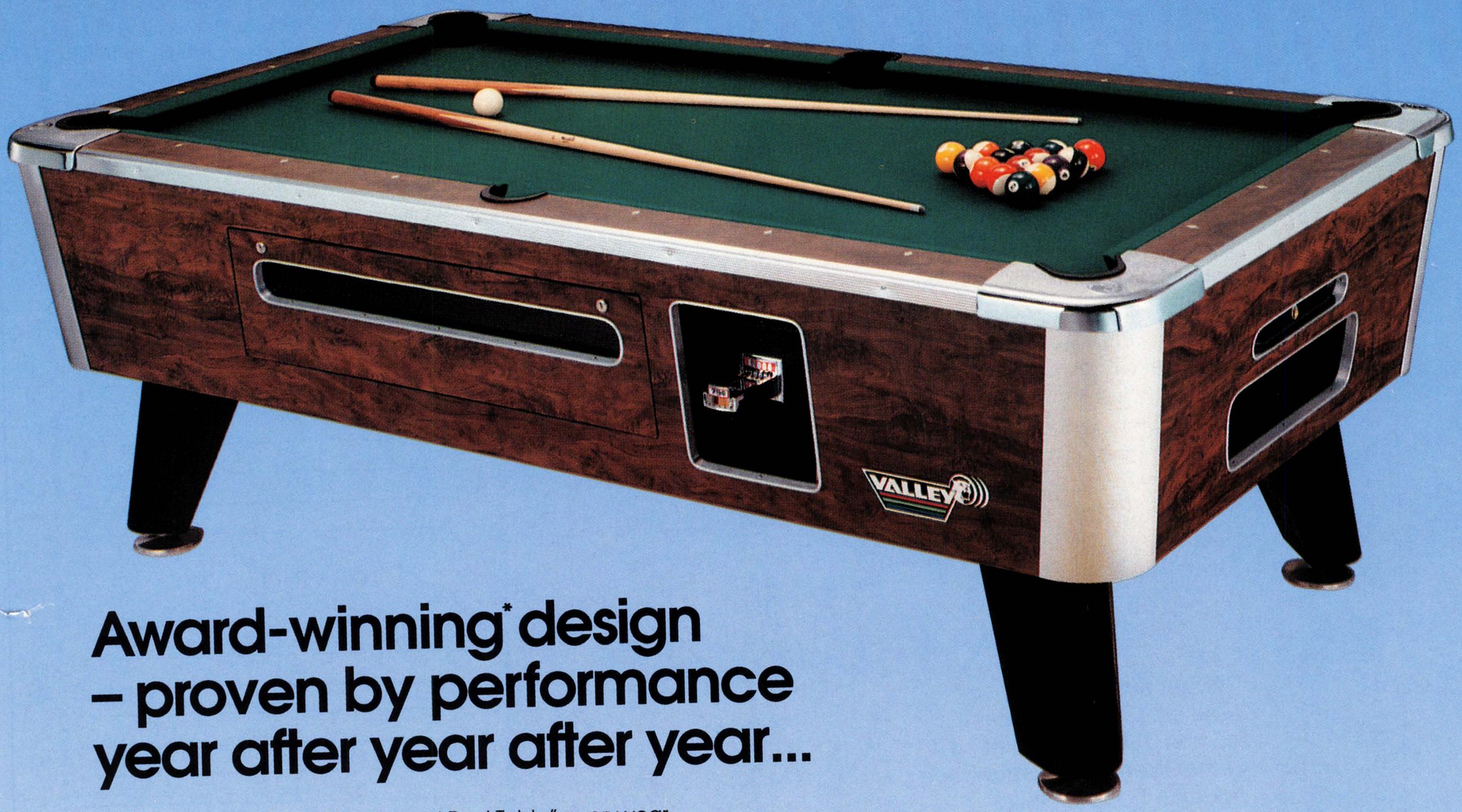
Editors Note: These figures are based on averages provided by the Atlantic Lottery Corporation. Please note that video lottery sales are net sales (net of prizes). Operators are advised that these figures are to be used only as a reference. Payout percentages are different for each province, and rules regarding machine placement are also different. It is also not clear whether the government has added various taxes and other operation costs to their lottery share figures stated here. For other sources of information, your provincial operators' association and lottery board should be contacted. Video lottery figures for the provinces of Manitoba, Saskatchewan and Alberta, are unavailable.

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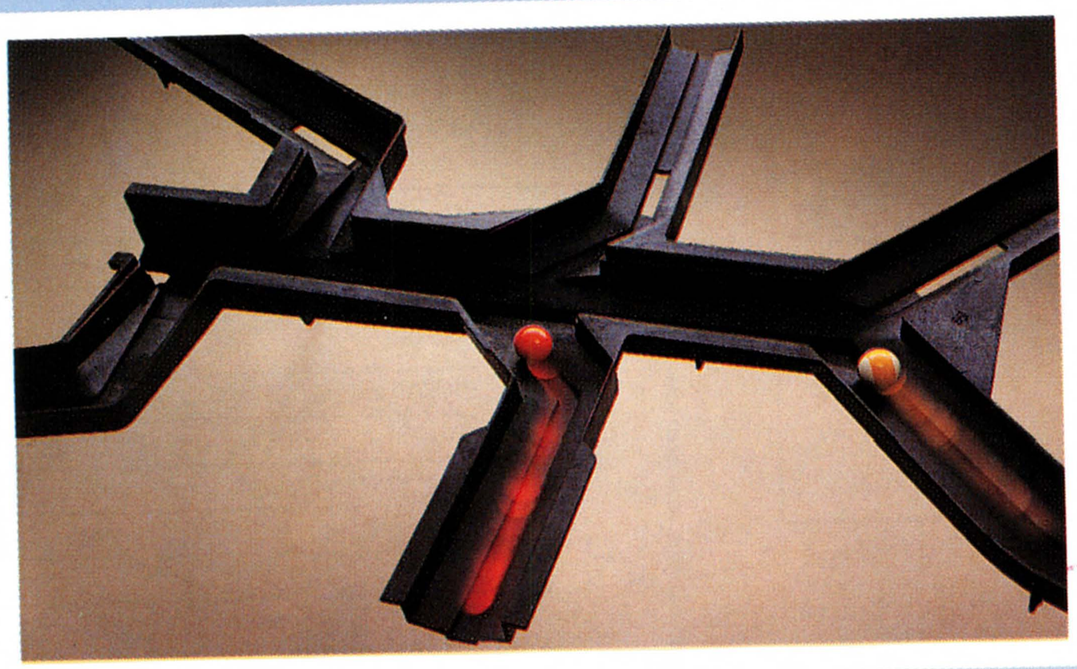
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TOP TEN GAME POLL

RANK		TITLE (Manufacturer)	RATING (1-5, 5 is tops)	MONTHS ON CHART
	( ) Previous month			
DEDICATED GAMES				
1.	(—)	Mortal Kombat II (Midway)	5.0	—
2.	(2)	NBA Jam (Midway)	4.8	7
3.	(4)	Suzuka 8 Hours (Namco)	4.7	11
4.	(1)	Mortal Kombat (Midway)	4.6	14
5.	(3)	Virtua Racing (Sega)	4.5	10
6.	(6)	Outrunners (Sega)	4.4	3
7.	(7)	Lethal Enforcers (Konami)	4.3	12
8.	(5)	Lucky & Wild (Namco)	4.2	2
9.	(8)	Stadium Cross (Sega)	4.0	2
10.	(10)	Street Fighter II: Champion (Capcom)	3.8	18
VIDEO KITS				
1.	(1)	Mortal Kombat (Midway)	4.8	10
2.	(2)	Samurai Shodown (SNK)	4.6	3
3.	(—)	Super Street Fighter II (Capcom)	4.5	—
4.	(4)	Time Killers (Strata)	4.5	7
5.	(5)	The Punisher (Capcom)	4.4	4
6.	(3)	World Heros 2 (SNK)	4.3	4
7.	(6)	Street Fighter II: Champion (Capcom)	4.1	14
8.	(7)	Fatal Fury 2 (SNK)	4.0	7
9.	(8)	Art of Fighting (SNK)	3.9	11
10.	(9)	Aero Fighter (McO'River)	3.7	12
PINBALL				
1.	(1)	Twilight Zone (Bally)	4.8	5
2.	(4)	Jurassic Park (Data East)	4.6	4
3.	(—)	Indiana Jones (Williams)	4.5	—
4.	(5)	Lethal Weapon 3 (Data East)	4.2	14
5.	(3)	Addams Family (Bally)	4.0	19
6.	(2)	Rocky & Bullwinkle (Data East)	3.9	7
7.	(8)	Creature From the Black Lagoon (Bally)	3.8	7
8.	(7)	White Water (Williams)	3.7	6
9.	(9)	Fish Tales (Williams)	3.6	11
10.	(6)	Star Wars (Data East)	3.5	8
BEST OTHER GAMES				
1.	(1)	Air Hockey (Dynamo)	4.8	24
2.	(2)	Pool Table (Valley)	4.7	18

*Game reappears in top ten after absence.
#* Indicates how long the game has remained in poll after reappearance.

AN EXPLANATION

For this game poll we complied results received by operators on their opinions as to which were their top earning games, in four categories: dedicated video, video kits, pinballs and best other games. Each game was rated on a scale of 1 to 5, with 5 representing superior earnings. Above are the results of this poll. We invite all operators in Canada to participate in future polling. Just fill out the form located to the right and send the results by telephone, mail or fax to our editorial offices (address, phone numbers at top right). Without your co-operation a poll such as this could not be possible. We also encourage comment on this poll. Perhaps there is information lacking you wish to have included, or a different way to compile the results.

NOTES ON OUR RANKINGS

For the purposes of this poll we consider SNK's Neo-Geo a dedicated game. If you are referring to the One-Slot version, please name the top earning software.

(This poll is for information purposes only and is based on a small statistical sample. Operators, of course, must use sound judgement and traditional methods for their purchasing decisions.)

GAME POLL FOR NEXT ISSUE

Please fill out this poll as completely as you can and return immediately to: Poll Results, Canadian Coin Box, 106 Lakeshore Rd., E., Suite 209, Port Credit, Ont. L5G 1E3 or fax905-271-6373. Your name and address are for verification purposes only. (Canadian operators only.)

TOP DEDICATED VIDEOS

Rank Title Pts (1-5, 5 is superior)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP VIDEO KITS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP PINBALL MACHINES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BEST OTHER GAMES

1. _____
2. _____
3. _____
4. _____

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CANADA'S HIT LIST

(Published in *The Record* the week of December 20, 1993)

POP ADULT

WO	LW	TW	
7	1	1	**Hero**—Mariah Carey
7	2	2	**Said I Loved You...** —Michael Bolton
9	3	3	**Please Forgive Me**—Bryan Adams
10	5	4	**I'll Always Be There**—Roch Voisine
10	9	5	**Again**—Janet Jackson
7	9	6	**All About Soul**—Billy Joel
5	12	7	**The Power Of Love**—Celine Dion
7	8	8	**True Love**—Elton John/Kiki Dee
4	18	9	**All For Love**—Adams/ Stewart/Sting
8	7	10	**Both Sides Of The Story**—Phil Collins
10	10	11	**Serious**—Sheree Jeacocke
13	11	12	**When There's Time...**—Lawrence Gowan
5	35	13	**Breathe Again**—Toni Braxton
6	16	14	**Heartbeat Accelerating**—Linda Ronstadt
6	15	15	**5 Days In May**—Blue Rodeo
6	26	16	**I Can See Clearly Now**—Jimmy Cliff
5	22	17	**Touch Of Your Hand**—Glass Tiger
6	19	18	**I'm Alive**—Jackson Browne
13	17	19	**Fields of Grey**—Bruce Hornsby
13	13	20	**Let Me Show You**—Dan Hill

COUNTRY

WO	LW	TW	
9	2	1	**The Song Remembers ...**—Trisha Yearwood
10	3	2	**Soon**—Tanya Tucker
11	4	3	**Guitar Talk**—Michelle Wright
8	8	4	**Fast As You**—Dwight Yoakam
10	1	5	**American Honky Tonk ...**—Garth Brooks
11	7	6	**God Blessed Texas**—Little Texas
10	15	7	**The Boys And Me**—Sawyer Brown
13	6	8	**My Second Home**—Tracy Lawrence
11	12	9	**Say The Word**—Joel Feeney
11	10	10	**Dream On**—Joan Kennedy
8	19	11	**I Never Knew Love**—Doug Stone
12	13	12	**Here We Go Again**—Patricica Conroy
11	11	13	**I Don't Call Him Daddy**—Doug Supernaw
9	18	14	**Honest Man**—George Fox
8	17	15	**Somebody New**—Billy Ray Cyrus
9	20	16	**Wild One**—Faith Hill
14	16	17	**Queen Of My Double ...**—Sammy Kershaw
13	5	18	**Mercury Blues**—Alan Jackson
7	21	19	**Is It Over Yet**—Wynonna
7	27	20	**Live Until I Die**—Clay Walker

These lists have been reprinted with permission of ***The Record****, Canada's weekly music business newspaper. Subscription enquiries should be directed to: The Record, P.O. Box 201, Station M, Toronto, Ontario M6S 4T3, tel: 416-533-9417, fax: 416-533-0367.*

TOP RETAIL SINGLES

LW	TW	
4	1	**Said I Loved You...**—Michael Bolton (Columbia/Sony Music)
6	2	**The Power Of Love**—Celine Dion (Epic/Sony Music)
1	3	**Please Forgive Me**—Bryan Adams (A&M/PDG)
2	4	**Shoop**—Salt N'Pepa (Next Plateau/PDG)
11	5	**Just Kickin' It**—Xscape (Columbia/Sony Music)
12	6	**Time And Chance**—Color Me Badd (Giant/Warner Music)
7	7	**All For Love**—Adams/Stewart/Sting (A&M/PDG)
8	8	**Soul To Squeeze**—Red Hot Chili Peppers (Warner Bros./WMC)
9	9	**Insane In The Brain**—Cypress Hill (Columbia/Sony Music)
3	10	**Dreams**—Gabrielle (Polydor/PDG)
10	11	**Dreamlover**—Mariah Carey (Columbia/Sony Music
New	12	**Stay**—U2 (Island/PDG)
16	13	**Jurassic Park**—Weird Al Yankovic (Attic/PDG)
5	14	**Anniversary**—Tony Toni Tone (Mercury/PDG)
13	15	**If**—Janet Jackson (Virgin/EMI Music)
33	16	**You Got Me Floatin'**—PM Dawn (Island/PDG)
15	17	**Hero**—Mariah Carey (Columbia/Sony Music)
20	18	**I Believe**—Bon Jovi (Mercury/PDG)
18	19	**River Of Dreams**—Billy Joel (Columbia/Sony Music)
19	20	**One Track Mind**—TBTBT (Isba/Sony Music)

FRANCOPHONE TOP-20 ALBUMS

WO	LW	TW	
48	2	1	**Les insomniaques...**—Daniel Belanger(Audiogram/Select)
4	1	2	**Je me souviens**—Chantal Pary (PGC/Select)
4	4	3	**Vagabondage**—Richard Seguin (Audiogram/Select)
34	3	4	**Stef Carse** —Stef Carse(PGM/Select)
3	11	5	**Noel**—Andre Gagnon (Star/Select)
42	9	6	**Lara Fabian**—Lara Fabian (Jill Records/Muiscor)
17	5	7	**Ses plus grands...**—Adamo (KebecDisque/Musicor)
15	7	8	**Les grandes chansons**—Renee Martel(PGC/Select)
5	13	9	**Grotesques hits**—La Jungle (Animal/Musicor)
4	6	10	**Les immortelles**—Dan Bigras (Lella/Select)
6	10	11	**Toujours la**—Alain Morisod/Sweet People (Kosmos/Select)
4	18	12	**Premier Coffrat**—Jean Pierre Ferland (GSL/Musicor)
7	20	13	**Entre la tete...**—Marie-Denis Pelletier (Muis-Art/Select)
10	8	14	**20 chansons...**—Michele Torr (Musicor/Musicor)
New		15	**Mes plus grands succes**—Claude Michel (Star/Select)
22		16	**Corridors**—Laurence Jalbert(Audiogram/Select)
9	19	17	**Los Angeles**—Luc De Larochelliere(Zero Musique/MCA)
3	17	18	**Un souffle de...**—Martine St. Claire (Polydor/Polygram)
4	16	19	**L'integrate...**—Paul et Paul (Couleurs/Select)
New		20	**Noel sans faim**—Partrick Norman (Star/Select)

DANCE CLUB CHART

WO	LW	TW	
5	1	1	**Dreams**—Gabrielle (PDG)
5	3	2	**Come And Get It**—Culture Beat (Sony)
8	2	3	**All That She Wants**—Ace Of Base (BMG)
6	5	4	**Boom Shack-A-Lak**—Apache Indian (PDG)
10	4	5	**Hey Mr. DJ**—Zhane (Sony)
3	9	6	**Happenin' All Over Again**—Lonnie Gordon (EMI)
6	11	7	**Come Baby Come**—K7 (PDG)
5	7	8	**Dreamcatcher/I'm in...**—8KS
4	6	9	**The Key The Secret**—Urban Cookie Collective (Quality)
4	8	10	**Prayin'**—Boom (Sony)
2	14	11	**Shoop**—Salt N'Pepa (PDG)
8	10	12	**One Track Mind**—TBTBT (Sony)
10	12	13	**Only With You**—Captin Hollywood
3	13	14	**Go West**—Pet Shop Boys (EMI)
4	15	15	**Sexdrive**—Grace Jones (PDG)
6	19	16	**Love Attack**—Groove Sector (BMG)
New		17	**Everybody Dance**—Evolution (BMG)
7	18	18	**Fantasy**—Ten City (Warner)
New		19	**If I Can't Have You**—Kim Wilde (MCA)
2	20	20	**Pure**—West End Girls (PDG)

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INDUSTRY NEWS

New Distributorships

Two new distributorships have opened up in Ontario and Quebec to serve the coin-op market.

Billiard Wholesalers Ltd. announce they have re-negotiated their agreement with Great American Billiards of Cranston, RI, and are the official distributor for Canada for their full line of coin-op tables.

Billiard Wholesalers have six years experience in the wholesale and distribution business, distributing Mali felt, cues, balls and other billiard related accessories, and had previously been distributing the Great American line in Ontario.

For more information contact Billiard Wholesalers Ltd., 91 Trillium Dr., Unit 3, Kitchener, Ontario, N2E 1W8, Tel: 519-748-1105, Fax: 519-748-4389, toll free fax only: 1-800-563-7665.

Distribution Gorrick announces their new distributorship in Quebec for billiard and amusement related products and parts.

Gorrick carries parts for the full line of billiard and amusement equipment, music equipment, and lock conversion systems. They will distribute across Canada.

For more information contact Gordon or Andre at Distribution Gorrick, 758 Halpern, Dorval, Quebec, H9P 1G6, tel: 514-631-5860.

Greyhound moves

Grayhound Electronics Inc. has moved effective Jan. 2, 1994.

Due to a need for increased production space, Grayhound moved all of its operations to a 27,500 sq. ft. facility in Lakewood Industrial Park in New Jersey.

Grayhound's new home is: Lakewood Industrial Park, 1915 Swarthmore Ave., Lakewood, NJ 08701, 800-222-0491.

Williams and Data East Settle

Williams Electronics Games, Inc., Data East USA, Inc. and Data East Pinball, Inc. have settled two suits that Williams brought to Federal court in Chicago, 1992-1993 against the Data East companies and Gary Stern and Joseph Kaminkow.

Williams' say the individuals induced the infringement of certain Williams patents and that Data East infringed upon such patents and certain trademarks, engaged in false advertising, and violated a prior settlement agreement with Williams.

Data East, and said individuals, have denied these allegations and any wrong doing. As part of the settlement, Data East agreed to license from Williams the patents and trademarks which were the subject of the litigation and pay royalties to Williams for any use thereof. Other details of the settlement are confidential.

New-Way Open House and Technical Schools a Success

New-Way Sales Company, Rexdale, Ont. held a successful open house and technical school that customers will not soon forget.

The big day began with a Rowe Jukebox technical school, hosted by New-Way's technical staff and Rowe's "Professor" Phil Cole.

A hot lunch was served to the 70 technicians representing some of New-Way's customers all across Ontario.

Early afternoon saw the Data East Pinball technical school. Skilled technicians Joe Blackwell and Pete Gustafson from Data East headlined while New-Way's technical staff were on hand to share their informative knowledge, valuable experience, and friendly smiles.

The day saw many excited faces come and go for this was also New-Way's Open House and Post AMOA Show to introduce the new games that were recently premiered at the show.

Other representatives on hand from the major manufacturers included I.C.E.'s Greg Kania, Namco's Frank Cosentino, Sega's Brian Koph, and Premier's Steve Walton.

Bonus Bucks were handed out to every participant, as well as raffle tickets for some 40 prizes donated by New-Way and manufacturers such as Taito; Irem; Icat/American Laser Games; Wico; J&S Sales; Capcom America; Sega Enterprises; SNK; Data East; Namco; Premier and Innovative Concepts.

New-Way Sales Company would like to thank all of the companies for their support, time and their many contributions as well as all of the participants for making this a day to remember. Remember what you learned!



Some 70 technicians listen intently during the Data East service school held at New-Way Sales in Rexdale, Ont.



The newest games available from top manufacturers were available at New-Way's open house.

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INDUSTRY NEWS

Industry Veteran Forms Company

Martin Glazman has recently formed Gizmo Enterprises, Ltd., a new coin-op game company. The company located at 250 Devon, Bensenville, IL 60106, plans to market, distribute and create a full line of interactive coin-op games for the family marketplace.

"Gizmo was formed to create quality, family-oriented game play" Glazman said. "Many of the games you see today will be available in the home shortly. In the 90s, I believe the family amusement fun centre will need creative, fun-to-play games. At Gizmo, our games will be challenging, yet more light-hearted."

Gizmo's first game offering is "Cops N' Robbers," an interactive chase to break the bank and earn valuable tickets for redemption.

Glazman most recently served as president of Kaneko USA Ltd., a Japanese licensor of Nintendo and Sega video games and coin-operated games. Previous to this position, he served as Vice President of Sales and Marketing for over seven years at Williams Electronics in Chicago, IL.

Int'l Laser Distributors

Three Canadian distributors have been appointed by International Laser Productions, manufacturer of the Kids Adventure Dome, based in Des Plaines, Illinois.

Canadian Amusement Games Supplies of Burnaby, B.C. represents Western Canada, tel: 604-421-7042.

For sales in central Canada call Canadian Amusement Machines Ltd., Owen Sound, Ontario, tel: 519-371-4347.

And Laniel Canada, Inc. of St-Laurent, Quebec, represents Eastern Canada, tel: 514-336-5050.

Mars Acquires Landis

Mars Electronics International, a division of Mars, Inc., has acquired the assets, technology, and trademarks of Sodeco Cash Management Systems, a Geneva, Switzerland-based unit of the communications division of Landis Gyr Corporation.

The communications division of Landis Gyr Corp. has decided to focus on its core business of pay telephones and to divest its business unit and activities in the area of bank note validation, said Mike Sadler, president of Mars Electronics Int'l.

A Successful Saturday For CAGS

Canadian Amusement Games Supply of Burnaby, B.C. held their first Fall Open House on a Saturday, Nov. 13, 1993, and were very pleased.

Due to the Saturday date, open house organizers were reluctant to have a service school and too many manufacturer representatives on hand for fear they would not draw the attendance, says Peter Jones, CAGS Sales Manager. They need not have worried.

"We had one of our biggest turnouts ever," said Jones.

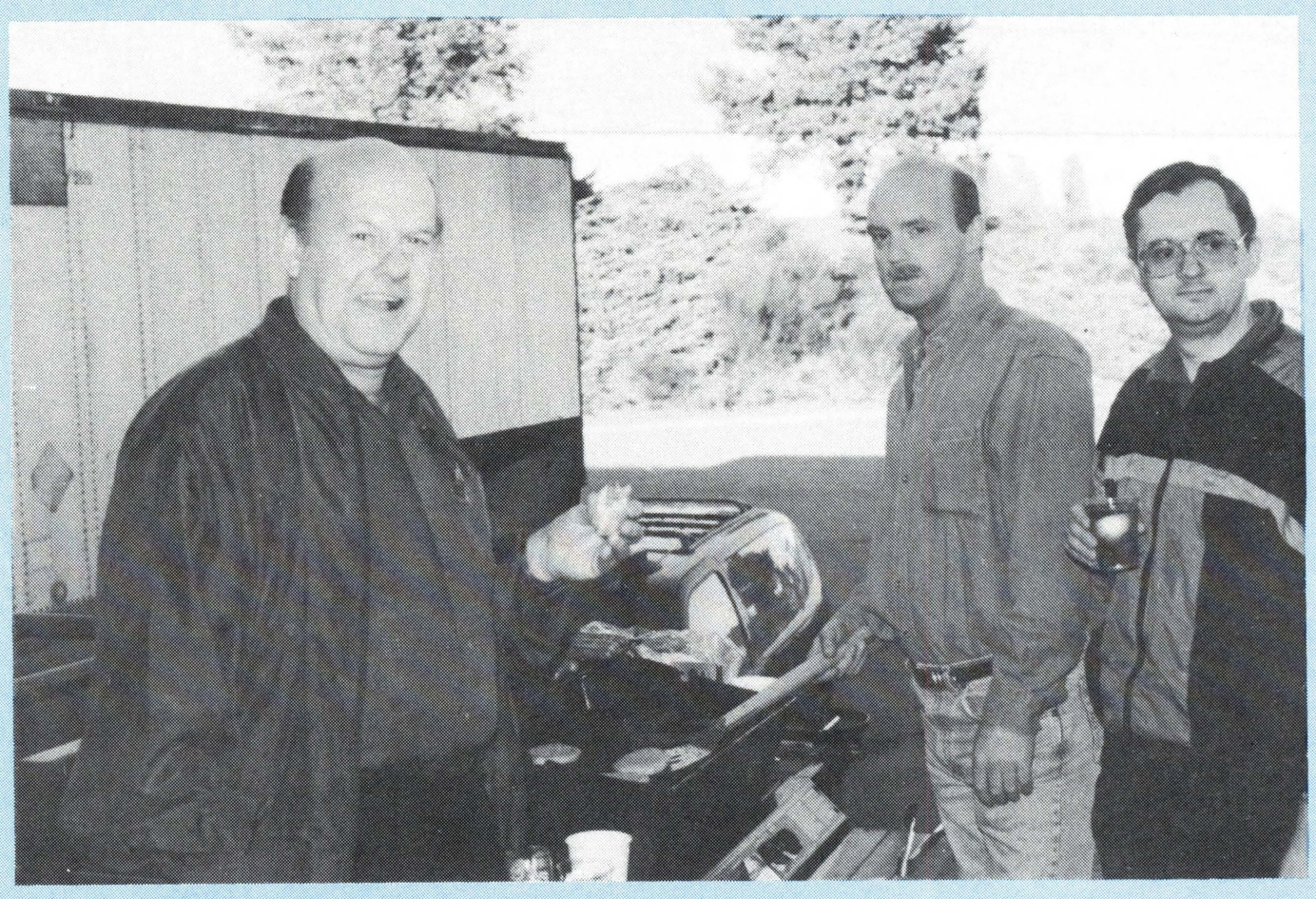
Some 120 operators gathered, representing companies from B.C., Alberta and Saskatchewan, for the chance to view the newest equipment and to share ideas.

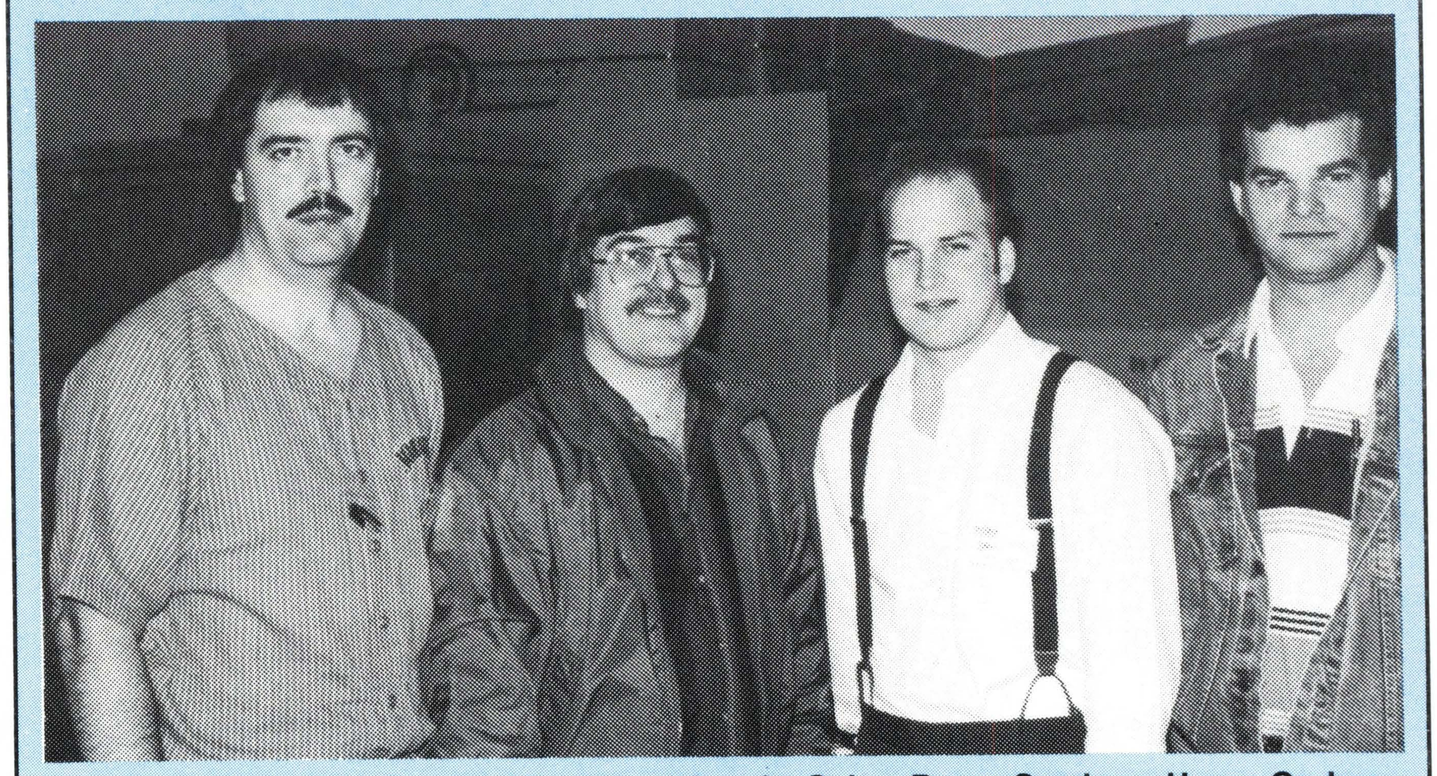
Jones says one of the popular features of the day was a large barbecue which was available for over four hours.

Valley's Mark Boehman and Dynamo's Damon Paramore were on hand to answer operator's questions about their company's latest equipment.

Other equipment on display were Greyhound's Candy Crane; NSM's full line of jukeboxes; International Laser's Kids Adventure Dome, and Premier's newest pins. "It was a really good social day," sums up Jones.

The next show is scheduled for the Spring of 1994.





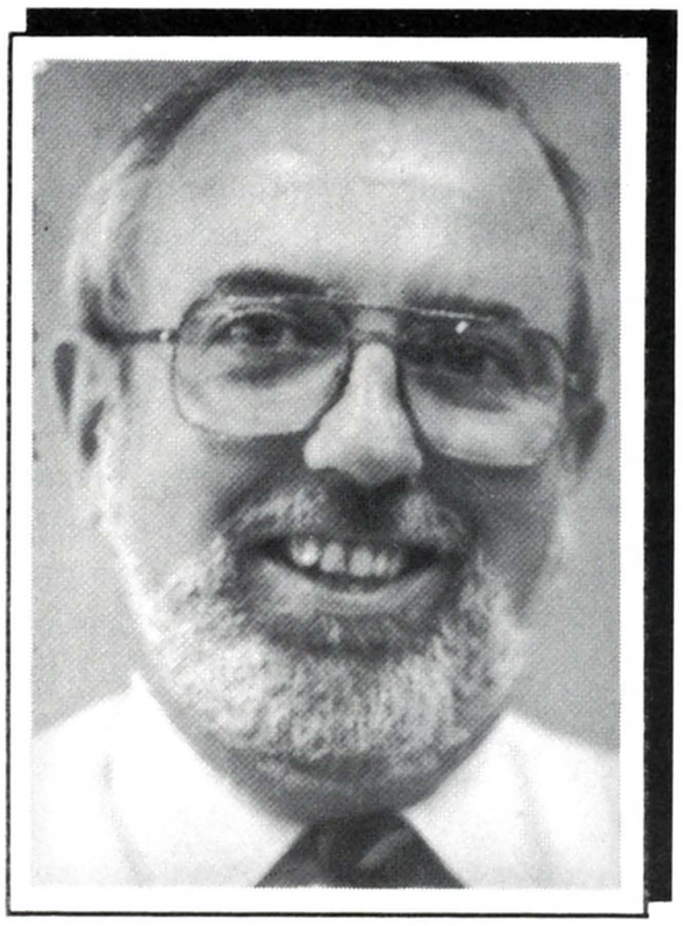
Top Photo: From left, Gordon Westwood, Leader Sales; Bruce Cowie and Larry Gerber, Troy Vending, enjoy the BBQ.
Bottom Photo: From left, John Liikala, CAGS Service Manager; Dave Rubino, Dave's Vending; Mark Boehman, Valley Representative; and Doug Silvester, Wapella Vending.

CANADIAN

Coin Box

MAGAZINE

ANNOUNCEMENT



Effective immediately we are pleased to announce the appointment of Jim Dillon as Advertising Manager of Canadian Coin Box magazine.

Jim is a seasoned veteran in the publishing business with some 22 years experience serving a diverse client base.

Jim will be operating from our Delhi offices and can be reached at (519) 582-2513 or Fax (519) 582-4040.

Thank you for your continued support of our magazines.

If you have any further questions please call Jim or I.

Yours truly,

Bart Crandon
Publisher
Canadian Coin Box

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Sask. VLTs Fully Implemented

"Saskatchewan's video lottery terminal (VLT) program has passed the testing phase and is going full speed ahead," says Brian Burnett, the Saskatchewan government's VLT project coordinator.

The test area in the southeast corner of the province did very well over the Spring, Summer and Fall and most of the establishments in that area are excited about the results, he reports.

VLT's are being installed in 700 locations around the province. The 1,533 machines involved are manufactured by WMS Gaming Inc. in Chicago, IL.; Video Lottery Technologies, Inc. in Bozeman, Montana; and G-Tech in Rhode Island. Installations began in Saskatoon and Regina at the end of November, and were expected to be completed by the New Year. The province will be equipped with VLTs by the end of January.

"The response has been positive," says Burnett. "We received tremendous media coverage in Regina and Saskatoon and people are lining up to play."

Don Nelson of the Saskatchewan Hotel Association reports that almost all the province's 486 hotels are installing VLTs and as in other jurisdictions, some, particularly those in urban areas, are setting aside special areas redone in a casino decor. He says business has been very good except perhaps for some very small communities.

"We believe we have stopped the movement of people, for the most part, from crossing over to Manitoba and Alberta to play, although there will always be some who think the pastures are greener elsewhere."

Burnett notes, the government does not yet have any mechanism for measuring the effects of the program on cross border traffic. A survey in the Yorkton area indicated business was booming in the local hotels thanks to the VLTs. Yet business was still brisk across the border in Russell, Manitoba, and the Yorkton bingo parlours were also still going well.

For 1993, the government was expecting to reap $20 million from the VLTs. In 1994, after all are operational, that figure is expected to increase to over $40 million.

"We are still looking at the possibility of having casinos and what impact they may have on other forms of gaming," Burnett says.

He says recommendations from a government report on gambling addiction released recently are still being implemented.

Winnipeg Airport Arcade

On Nov. 1, 1993, Inter-City Leisure and Transport Canada unveiled an expanded, new-look, video arcade in a central area of Winnipeg International Airport's visitor's lounge.

The new 20-machine arcade is one component in an ongoing redesign of the lounge, which includes several new stand-alone gift shops and an attractive cafeteria that give the area a brighter, more elegant look.

"We have had equipment at the airport for over 20 years," says Maurice Francen, recently retired president of Inter-City Leisure. "They were mostly video games tucked away in a back corner. We had just added two pins, which make some noise, and had become the most popular machines."

It was Transport Canada's decision to build a larger arcade. "They felt the market potential of Winnipeg's airport was not being used as well as other Canadian airports," Francen says. "We won the bid. I think this may be the first arcade to be built in a central area of an airport."

The Winnipeg airport arcade occupies an area of 950 square feet and includes video games, pinball machines, driving challenges and kiddie rides. Inter-city Leisure has also added a 28" screen at one end of the arcade, which will run continuous cartoons for pre-schoolers. "We considered that children who are six or younger coming with their parents to the airport wouldn't be interested in our games, yet would need constant supervision," Francen says. "They will be able to sit on the floor and watch the cartoons while their parents relax on nearby chairs."

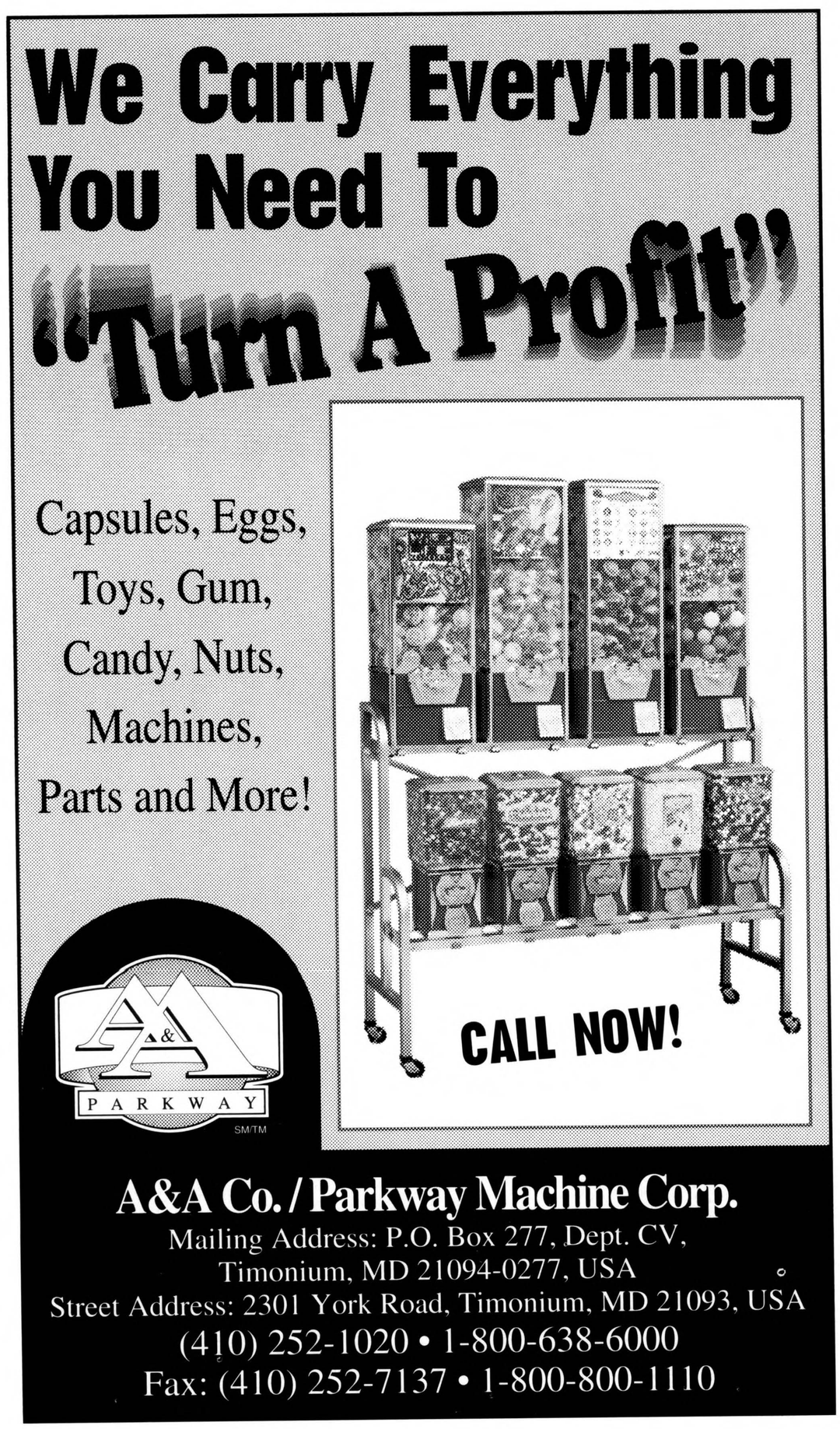
Because of the new arcade's much more visible location, Francen says it seems to be doing much better business and drawing a larger variety of customer. The more attractive appearance is also drawing a much greater variety of player, he notes.

The cost of the project, including equipment and leasehold improvements, came to about $80,000. Inter-City Leisure is looking to make back the outlay within three years.

—Stories and Photos on this Page By Myron Love



New expanded Inter-City Leisure arcade at Winnipeg International airport has something for everyone.



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Opposition to Government-Run Gambling in Manitoba

Grassroots opposition is growing in Manitoba toward the government's booming VLT and casino business, despite the recent declaration of a moratorium on new locations for video lottery terminals or new casinos. The government says VLTs are still available to legion halls and native reserves.

Les Landry, a founder of the citizen's Coalition on Gambling Direction, isn't buying it. He sees it as an election ploy. (The present government is in its fourth year in office.)

"This isn't a moratorium," he says. "There is no time limit on it and new machines are still being installed at eligible sites."

Landry's is one of a growing number of voices within the province who are questioning the government's commitment to gambling. His group's call for a public inquiry has been echoed by the Winnipeg Police Association who are concerned about the potential link between gambling and crime.

"We're not anti-gambling," says Landry. "We just think there should be public input, in particular from organizations such as women's shelters, social service agencies and the police who deal directly with people effected by gambling. When you add the social costs, we don't think there is any money to be made from gambling, tobacco or alcohol."

Landry says he has support for a public inquiry from NDP leader Gary Doer, leader of the Official Opposition, and Paul Edwards, leader of the third place Liberal party. He has had no response from Lotteries Minister Jim Ernst nor Minister of Labour Darren Praznik .

"We are planning a town hall meeting on the issue," he says. "Both Edwards and Doer have accepted our invitations to appear, but we have not had any response from Jim Ernst."

He predicts that there will be a national coalition against government-operated VLTs and casinos within a year. He reports his group has been in contact by Citizens Against Casino Gambling in Windsor, Ont., and there have been discussions with people in Vancouver, Saskatchewan and Quebec.

—By Myron Love

Editors Note: The People section will return next issue.

Maurice and Dodie Francen leave Inter-City Leisure in Good hands

After almost 38 years in the industry, Maurice and Dolores (Dodie) Francen have decided to step back and take it easy. Francen officially retired as manager of Inter-City Leisure on Sept. 1, 1993. The new manager, Darrell Schalla, has been with the company for over ten years.

"Inter-City Leisure is in good hands and will continue to do well," says Francen confidently.

Francen originally went into the vending machine business as a sideline. He was running a hobby shop in Portage La Prairie, Manitoba, and had some time on his hands. A company from Edmonton, Dale Distributors, had placed vending machines at two Portage air bases.

"They were looking for investors," he recalls. I had dreams and saw dollar signs." The company also supplied jukeboxes. Francen bought into the business and found he enjoyed the vending business more than operating a hobby shop. In 1957, he closed the hobby shop, moved to Winnipeg and went into the vending business full time.

"It was the hey-day of the jukebox," he recalls. "We placed a lot of them and other vending machines. It was a lot of work, a daily business keeping the machines filled up and cleaning the coffee machines."

Maurice and Dodie and their Advance Enterprises began supplying outlets with pinball games in the late 1950s, originally to protect their jukebox locations. At that time, the games still had wooden rails and legs. It was a anomalous situation. Pinball games were illegal in Winnipeg where they were considered gaming machines, but legal in the countryside.

The Francens ran Advance Enterprises as a "mom-and-pop" operation until 1964-65 when they went into partnership with Merv Hiebert and formed Inter-City Leisure.

"Business was really good until video games came on the scene in 1977-78," Francen says. "The declining interest in pinball games bottomed out in 1982-83 and began making a comeback in the late 1980s. They are still among our bread and butter machines. We stuck with pinball games even when they were not earning much money because we like them. It's a great game. When we installed video games, we always tried to put in a pinball game or two as well. There was always some business from guys who grew up on them."

The Francens also stuck with pinballs because they felt, as they were in the entertainment business, they should provide as broad a range of entertainment options as they could. When shuffleboard was popular in Manitoba hotels, they supplied shuffleboards.

When coin-operated pool tables were allowed in hotels and supplanted shuffleboard, Inter-City Leisure supplied the pool tables.

"Dodie and I have worked hard and put in long hours," Maurice Francen says. "We have worked together side by side through the years to make Inter-City Leisure a success."

They will still be going into the office from time to time as consultants. Otherwise, Maurice and Dodie are planning to travel and see as much of Canada as they can.

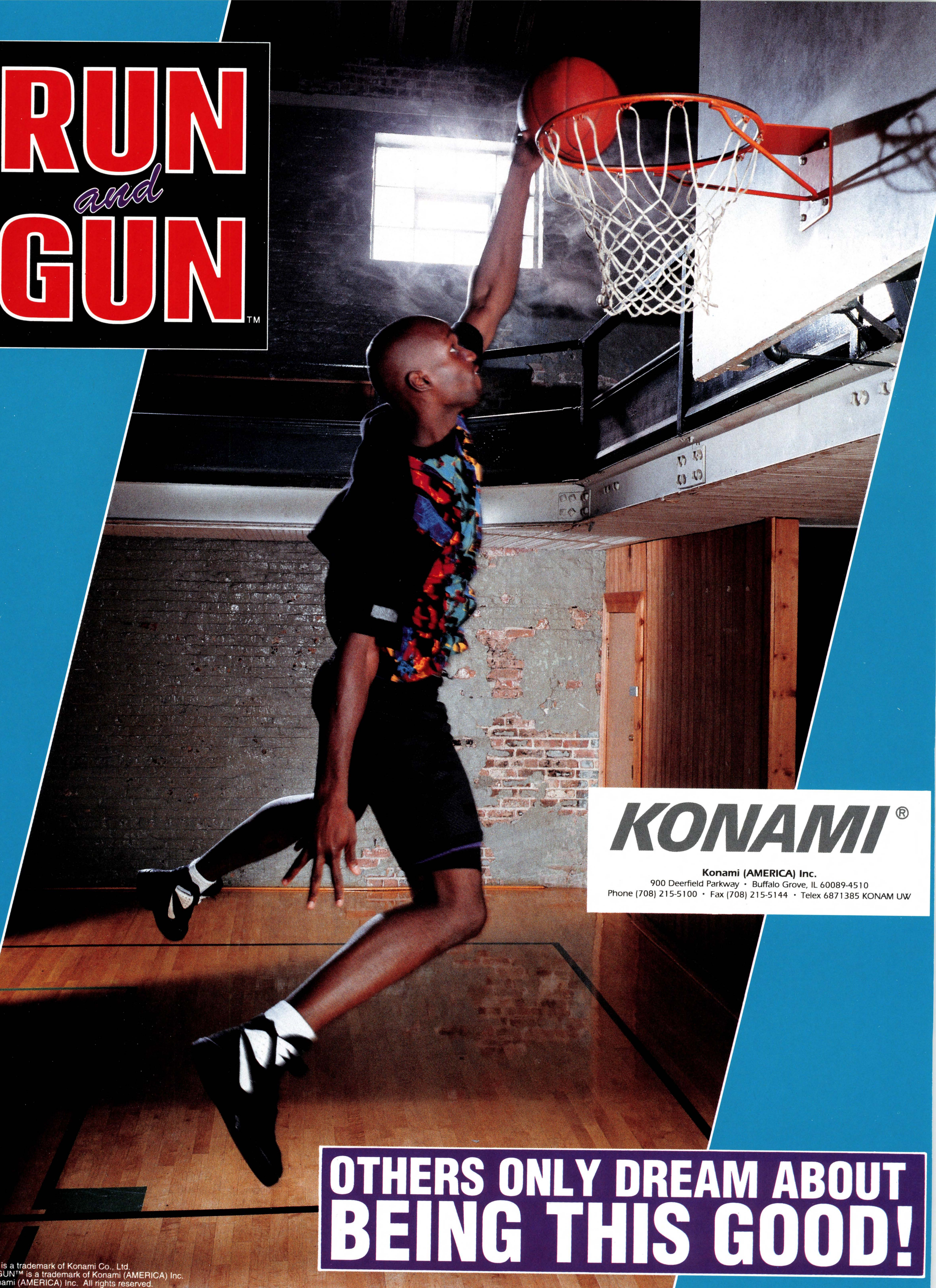
As for the industry, Francen says it has been hurting in recent years with the GST and the recession taking their tolls. For the near future, however, he is optimistic that things will improve.

—By Myron Love



Maurice & Dodie Francen retire from Inter-City Leisure.

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   B = pass (offense)
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*with wheels and marquee 83¾h
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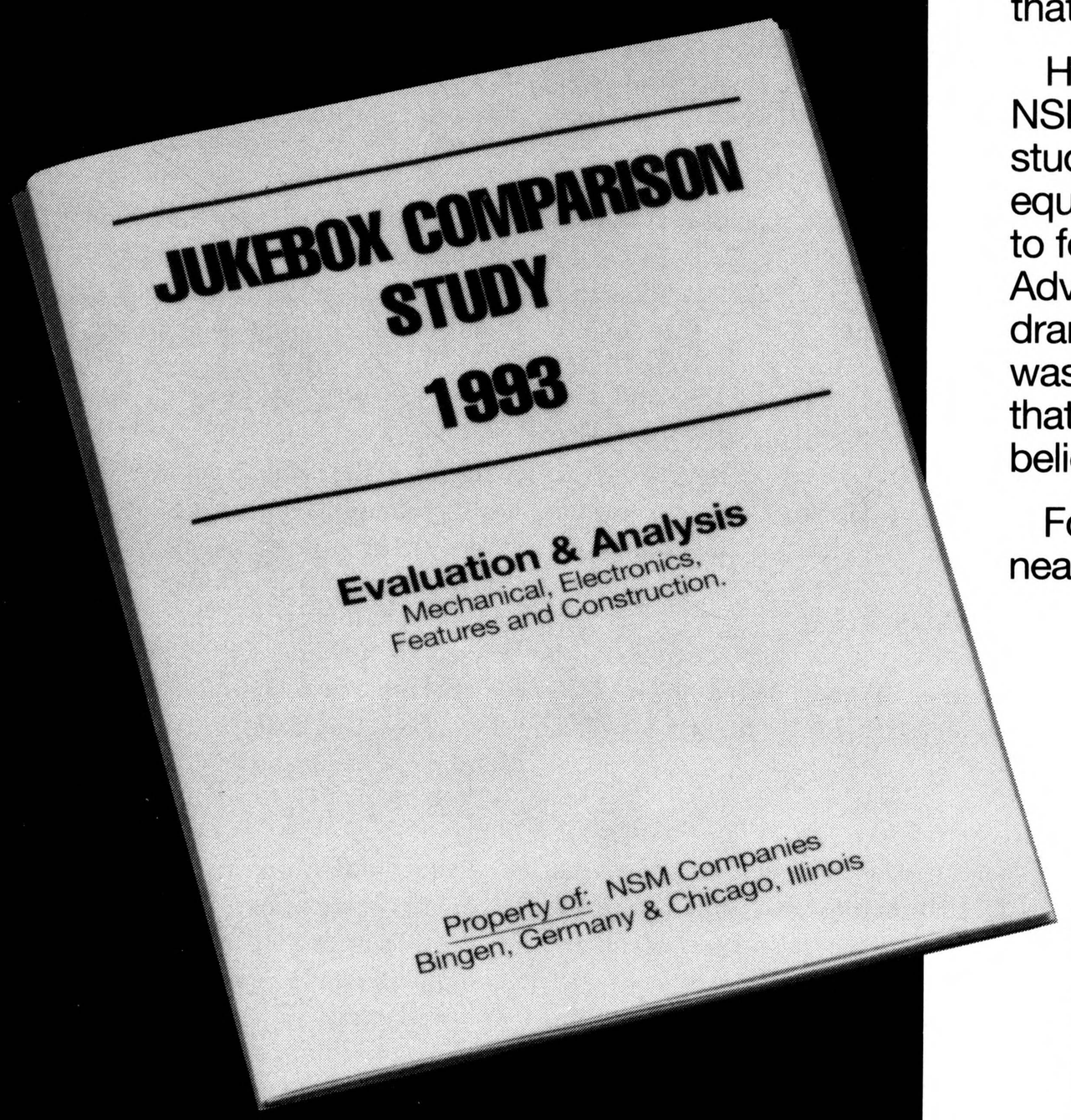
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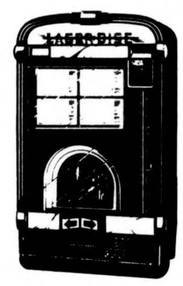
That's also why we're making available a comprehensive jukebox comparison study to all music operators. At no charge. The actual results of a study evaluating NSM, Rowe, Pioneer, and Wurlitzer jukeboxes, unedited, just as we received it from the independent testing facility.

The study compares everything from speed of music change to operating temperature inside the box to the size, type and quality of casters.

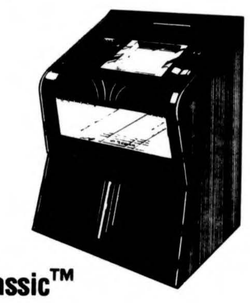
You'll note that NSM came up on the short end of the stick here and there. A little embarrassing because they were simple things that we should've known. But you'll also note that NSM - overwhelmingly and in most every way that really counts - outshined all the rest.

However, the number one reason for buying NSM Jukeboxes wasn't spoken to in the study . . . and really couldn't be. That's our equipment's ability - **unique** ability - to adapt to forthcoming advances in digital technology. Advances that promise to be every bit as dramatic as the change from 45RPM to CD was in the first place. And we don't believe that to be an exaggeration. We also don't believe that those advances are far off.

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ONE-STOP SHOPS FOR MUSIC

A look at music one-stops where operators can satisfy their every jukebox need

One-Stops At A Glance

ITEMS CARRIED	45 Records	Compact Discs	Preprinted Strips - 45	Preprinted Strips- CD	Blank Strips-45	Blank Strips-CD	French Music	Current Hit Lists	Promotional Items
NADISQ	✔	✔	✔	✔	✔	✔	✔	✔	✔
VENUTIAN RECORDS	✔	✔						✔	
CENTRAL SOUTH	✔	✔	✔	✔	✔	✔		✔	
DON RECORDS CORP.	✔	✔	✔	✔	✔	✔		✔	✔
MOBILE RECORD SERV.	✔	✔	✔	✔	✔	✔		✔	
MUSIC OPERATORS SER.	✔	✔	✔	✔	✔	✔		✔	
ONE-STOP REC. HOUSE	✔	✔	✔	✔	✔	✔		✔	✔
PRIME ONE-STOP	✔	✔	✔	✔	✔	✔		✔	
STERLINGTITLE STRIP		✔	✔	✔	✔	✔		✔	✔
SYRACUSE ONE-STOP	✔	✔	✔	✔	✔	✔		✔	

Nadisq, a subsidiary of Laniel Canada, provides both blank and preprinted title strips for all types of jukeboxes. Nadisq offers a wide selection of music, including oldies, rock, pop or western, in both compact disc and 45 r.p.m. formats, as well as a wide range of French language titles.

For more information, contact Sylvie or Beatrice, 7101 Trans Canada Hwy., St-Laurent, Que., tel: 514-336-5050 fax: 514-332-1739 or toll free: 800-363-0936 fax: 800-561-5163.

Venutian Records specializes in 45s with a catalog of over 9,000 titles and access to 25,000 more in their retail outlets, Kops Kollectibles and Vortex Records, with a mix of oldies and current hits. Compilation CDs are also available.

For more information, contact Venutian Records/Kops Kollectibles, 229 Queen Street West, Toronto, Ontario, M5V 1Z4, tel: 416-593-8523 or Vortex Records, 553 Queen Street West, Toronto, tel & fax: 416-360-6787.

Central South One-Stop offers, direct to Canadian operators, a wide selection of R & B, Pop, Oldies, Soul, Country and more, in both CDs and 45s. They also carry preprinted and blank title strips, and compilations.

For more information, contact Central South One-Stop, 3730 Vulcan Drive, Nashville, TN 37211, tel: 615-833-5960, fax: 615-833-9417

Don Records Corp. has an extensive collection of 45s, and CDs. They offer preprinted and blank title strips for CDs and 45s, promotional items and a current hit list.

For more information, contact Don Records Corp., 27 Grand Avenue, Farmingdale, New York 11735, tel: 516-752-1770, fax: 516-752-1809.

Mobile Record Service Co. offers a wide selection of 45s as well as compilations and current hits on CD. Distributing through one-stops and direct to operators, they also carry blank and preprinted strips for CDs and 45s.

For more information, contact Mobile Record Service Co., 2716 Penn Avenue, Pittsburgh, PA 15222, tel: 412-391-8182, fax: 412-391-8117, toll free: 800-245-4805, toll free fax: 800-458-0870.

Music Operators Service has an extensive music catalogue, complete with Latin music, in 45s, compact discs, and full album CDs. Preprinted and blank title strips, yellow highlighter strips for new releases, and compilation discs are also available.

For more information, contact Music Operators Service, P.O. Box 4193 Fullerton, CA 92632, tel: 714-879-1771, fax: 714-870-0107.

One-Stop Record House has a wide selection of CDs and 45s, as well as preprinted and blank title strips, compilation discs and promotional items. For more information, contact One-Stop Record House, 881 Memorial Dr. S.E., Atlanta, GA 30316, tel: 404-223-0144.

Prime One-Stop carries CDs and 45s including Spanish music. Preprinted and blank title strips, compilation discs and hit lists are also available.

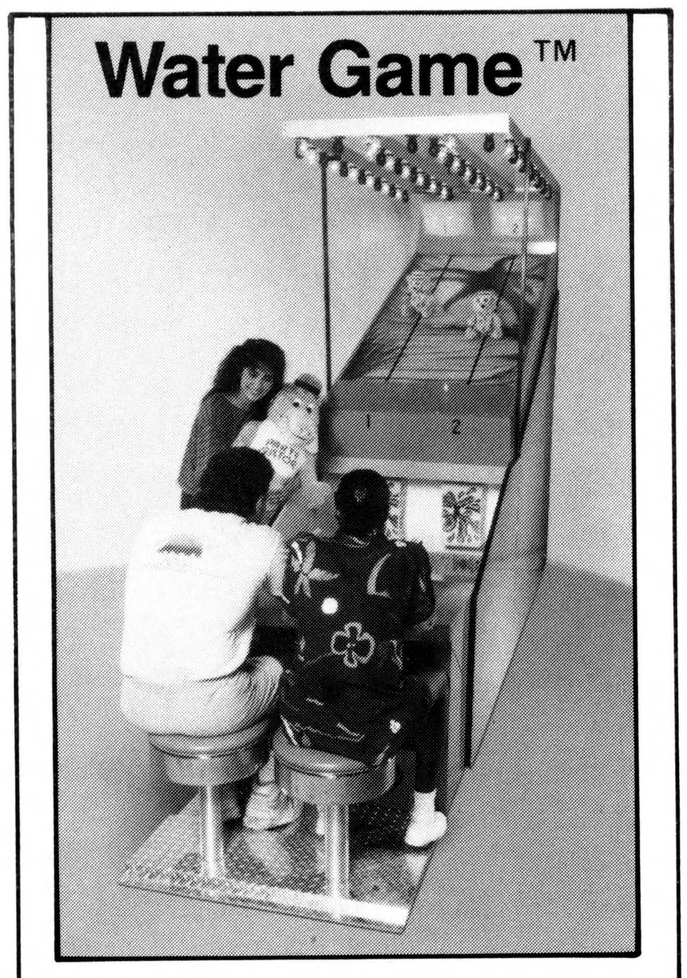
For more information, contact Prime One-Stop, 131 N. Michigan Ave. Kenilworth, NJ 07033, tel: 908-245-5252 fax: 908-245-5068.

Sterling Title Strip supplies U.S. one-stops with promotional packages including compilation discs of current hits, title strips, posters, and current hit card tents. They also carry blank and pre-printed title strips. They will deal direct to Canadian operators with some items.

For more information, contact Sterling Title Strip, P.O. Box 5894, 2100 E. Ohio St., Pittsburgh, PA 15209, tel: 800-631-4155, fax: 412-322-5073.

Syracuse One-Stop, deals direct with Canadian operators and carries CDs and 45s. Preprinted, blank title strips for Rowe and NSM jukeboxes, compilation discs and some promotional items are available.

For more information, contact Syracuse One-Stop, 3130 Erie Blvd. E. Dewitt, NY 13214, tel: 315-445-2488 fax: 315-445-0496. ❑



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1994 Editorial and Advertising Schedule Deadlines

ISSUE	EDITORIAL FEATURES (Subject to Change)	EDITORIAL MATERIAL	ADVERTISING INSERTION	ADVERTISING MATERIAL	PROJECTED MAIL DATE
January	**Jukeboxes,** **Music One-Stops**	December 2, 1993	December 7, 1993	December 14, 1993	January 7, 1994
February	**Kiddie Rides** **Bulk Vending** **Impulse Machines**	January 3	January 7	January 14	February 7
March	**ACME Show Issue March 16-19** **Rosemont (Chicago), IL** **Sit Downs** **Virtual Reality etc.**	February 1	February 10	February 17	March 10
April	**Post ACME Show Wrap Up** **Table Game Survey**	March 15	March 23	March 30	April 18
May	**Annual Canadian Amusement** **Industry Buyers' Guide & Directory**	April 6	April 20	April 27	May 16
June	**Arcades** **Redemption** **Family Fun Centres**	May 3	May 10	May 17	June 3
July/August	**Pinballs**	May 27	June 1	June 8	July 4
September	**AMOA Show Issue Sept. 22-24** **San Antonio, TX** **Pool & Billiard Tables**	August 15	August 22	August 29	September 19
October	**Post AMOA Wrap-Up** **Electronic Darts**	September 21	September 28	October 12	October 28
November/ December	**Tavern Pieces**	October 27	November 9	November 16	December 7

Your plan for '94

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NCC PUBLISHING

PROGRAMMING JUKEBOXES FOR SUCCESS

Operators say it takes the right selections to make a jukebox sing at the cashbox

Set up the jukebox and fill it with 45s, or compact discs, and then stand back and watch the profits roll in. It's that easy, right? Well yes and no, according to the operators *Coin Box* interviewed across the country.

Setting a program

Initially all operators will fill their jukeboxes with selections that they believe will attract play, but follow-up is necessary to make sure you have the right mix.

"Each individual spot is different," explains Terry Burke of **Deal Amusements** in New Brunswick, who has a route that takes him all over the province.

Burke says he will go into a location and check-out the clientele to develop the right program. Often, he says, a location will have a list of what they would like included and bartenders are a good source of information because they hear what is being played night after night.

"We put the same initial selections in our jukeboxes and then go back and monitor what is being played," states Alain Côte of **Côte Amusements**, Quebec. His route covers rural Montreal and Quebec.

Côte says it is important to have a good selection because that is part of the appeal of a jukebox, "It lets people choose their own entertainment."

Norman Williams of **Daniel Amusements Inc.**, Quebec, says selecting a program "depends on the location" and a theme, like a western bar, will often dictate what goes into his jukebox. Williams operate a route covering a 60 mile radius of Montreal.

Greg Horton of **Rocky Mountain Amusements** agrees with Williams, "You have to find out what music they (the customer) want and program accordingly." Horton operates a route covering mostly hotels and resorts in Banff, Alberta, and says he talks to the bartenders and managers to get a feel for a location.

Aside from client base, Horton says other factors he takes into consideration in programming his jukeboxes include the location of the unit and its competition in the room, and the size and type of speakers in relation to the structure of the room, so he gets optimum sound from his jukeboxes.

He points out that even jukeboxes playing 45 rpm records can still have life with the right mix in the right location, "It's amazing how an old 45 can still do a good dollar in the right location." The disadvantage of 45s, says Horton, is it limits you to the amount of selections you can have.

> *"It's very important to have a good mix and selection. You can't put in anything you want and expect it to work," says Alain Cote, Cote Amusements, about jukebox music.*

"We let the customer tell us what they want," says Gerard Schmidt, **Norvend Amusements**, operating in the Central and North Alberta. He also starts out with a standard selection of about 55 percent Pop, 20 percent Rock and 25 percent Country, and then follows what is being played, as well as monitoring record charts.

Stay Up to Date

A good initial program is important, but an operator has to update selections to keep customers coming back.

Burke says he revises his program once a month with new selections and he shops independently for his music. "If you don't change it, they won't play it," cautions Burke. "A good jukebox with a good selection will keep customers in a location."

Côte updates his program with two new CDs every three weeks and feels CDs allow him to be more flexible because of the ability to play greatest hits albums and compilations.

"It is very important to have a good mix and selection. You can't put in anything you want and expect it to work," warns Côte.

He does most of his shopping at music one-stops, and he will occasionally shop around independently for deals. If a location asks for something specific, he says he does his best to get it.

"You have to offer new entertainment, new selections," says Horton, who revises his jukeboxes every month by five to seven CDs.

Horton says he tries to stay away from "one hit" albums and finds greatest hits packages are popular. He uses the services of music one-stops and recommends that operators shop around to find someone who fills their needs.

One advantage to one-stops, points out Horton, is that after a certain age an operator may loose touch with what is current and hot in music and one-stops are on top of all the latest trends.

Schmidt updates his selections "every cashout" by two or three discs and he agrees that staying up-to-date is very important because "people want to hear new releases."

He relies on a music one-stop as well as shopping locally for music.

Williams also relies on music one-stops for his selections and he says he revises his programs once a month or when he gets a request. He also finds greatest hits packages popular and concentrates on them.

Keep the Music Playing

With the advent of CD jukeboxes most of the operators we spoke to have found that they promote themselves and only a few offer any added promotion, like free play.

"This business is all promotion," jokes Burke, who occasionally provide a couple of hours of free play, if a location is having a special event.

Horton doesn't offer any special promotions with his jukeboxes, but feels it is important to maintain a professional appearance including clear and readable title strips and he says, ultimately, the best promotion is "a professionally kept jukebox that works."

All agree that knowing who you are programming a jukebox for is the key to a successful cashbox and operators should do their homework and get to know their locations. Once operators know their audience, music one-stops and local retailers are available to fill their needs and keep them current.

Users' Reports

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"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

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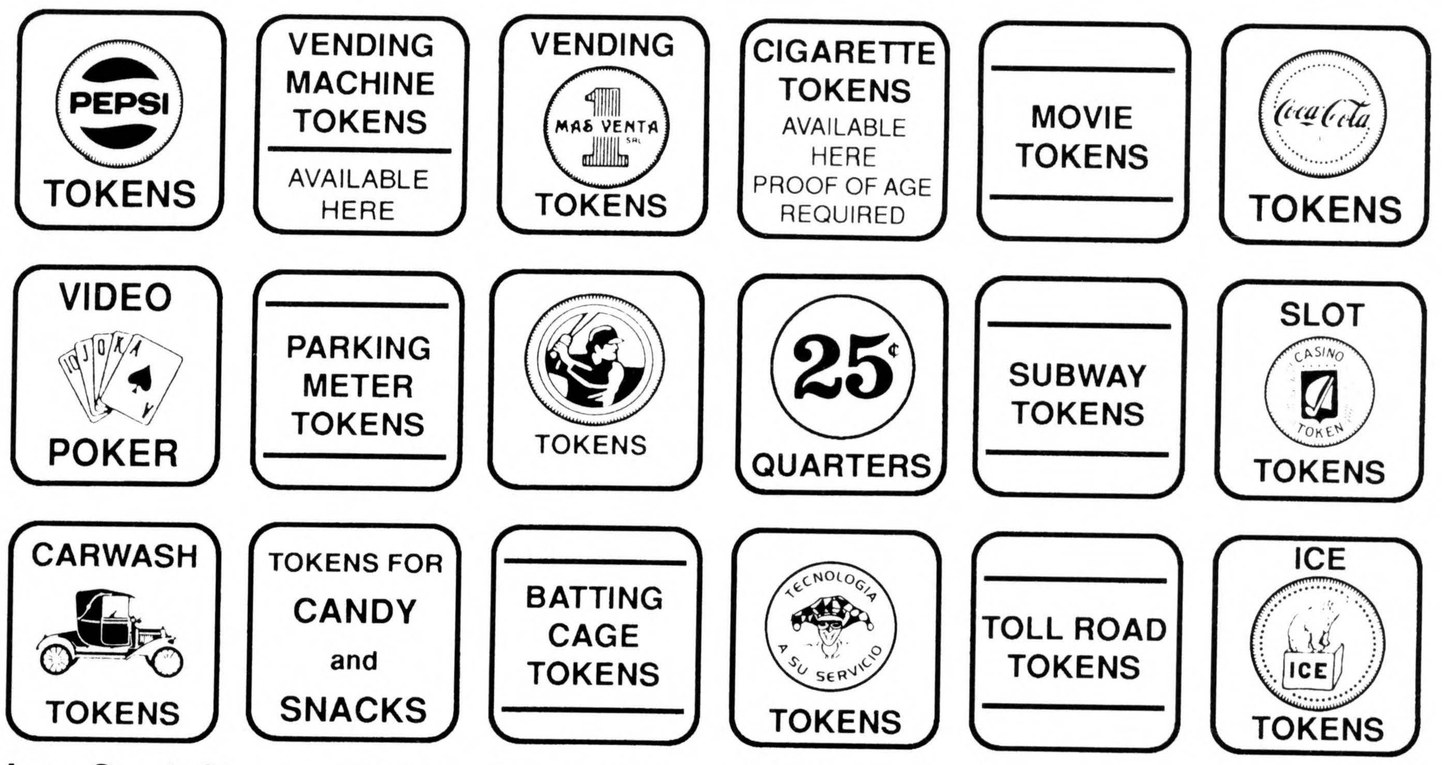
Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
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The right music mix can mean the difference between a jukebox that takes up space and one that becomes the center attraction. ❑

—By Betty Resendes



The AMI Model H, 1957—1959. For more on jukebox restoration see page 26.

KARAOKE JUKEBOXES

The next Step in Coin-Op Music

Karaoke is all the rage in bars and lounges where location managers try to offer interactive entertainment for their patrons. What then do jukebox operators do when their machines take a back seat to this technology?

Jukebox manufacturers answer this question by offering operators a kit for their jukeboxes combining the classic juke with karaoke technology, so customers can have the best of both worlds.

There are three manufacturers known to be working on this technology.

Rowe/AMi is currently developing a karaoke/jukebox kit to be revealed "sometime in 1994." This add-on kit has the capability of giving any of the company's jukeboxes karaoke capability using CD Graphic technology.

Senior vice president of Rowe, Joel Friedman, says the company began looking at the technology in the late 1980s, first modifying their current laser jukebox for CDG then working on an add-on kit. Since the machine is still in development, Rowe hesitates to release too many details, but promises that operators will get value for their money.

Digital Disc, is also working on incorporating CD Graphic technology into their jukeboxes. David Loethon of Digital Disc explains that their CDG conversion kit scheduled for release early in 1994, can make any regular CD jukebox into a karaoke machine. He says the kit incorporates an echo processor allowing customers to "hear themselves." Loethon says the kit will go into any of the company's dedicated machines and allows the operator to turn the location's regular or big screen television into a karaoke monitor so the vocalist can read the words. The company promises that the cost will be low.

Pioneer New Media Technologies who were instrumental in the karaoke craze at the onset, are currently working on combining their karaoke with their jukeboxes. The company has introduced the CLD-V121G, dubbed as the only all-format karaoke system specifically designed for commercial establishments.

Pioneer is also introducing a new line of CDG software, the Professional Series, which offers 18 songs per disc.

The CLD-V121G features an independent CD tray allowing DJ's and operators the ability to move easily between CDG, CD and LaserDisc software.

At their suite during the AMOA 1993 show in Anaheim, Calif., Pioneer displayed a prototype of their karaoke jukebox. Tony Maniscalco, northeast regional sales manager for Pioneer says it seemed natural to tie in their karaoke system with their jukeboxes. "Marrying the two will help to put karaoke into more of the operator's locations." He says the company is shooting for a release date of Fall 1994. Maniscalco says pricing will be competitive.

CD Graphics kits and echo processors may be the key to bringing the newest karaoke craze to more locations. Manufacturers who are currently developing this technology promise to keep costs competitive. All the above manufacturers showed prototypes of their systems at the recent AMOA show in October 1993 and say they met with "very positive response" from operators. ❑

Photo below: Anthony Maniscalco Jr. sings his heart out to demonstrate Pioneer's prototype of a karaoke jukebox in their suite at the AMOA show '93.



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A BLAST FROM THE PAST

The publisher of Jukebox Magazine looks at jukeboxes from the collector's point of view

By Bruce Sutton

I, like many people, find there's some sort of magnetic attraction that draws oneself to a brightly lit jukebox in a dull corner of some drinking establishment, or lonely corner of a restaurant.

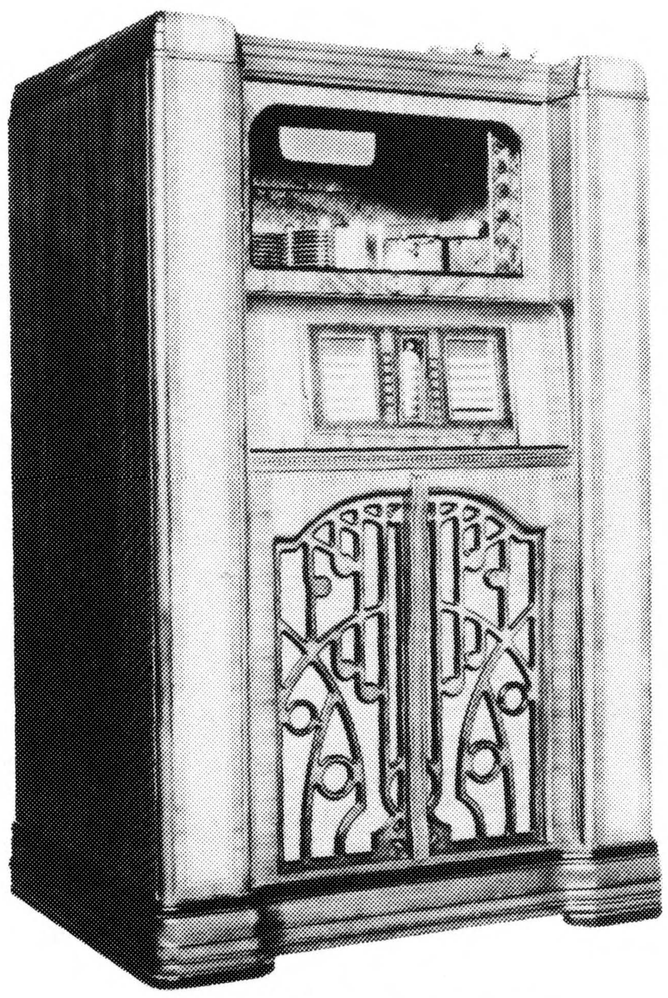
Most can't help but wander over and read the title strips. Before long you find yourself searching for change. Slowly your life savings trickles down the coin chute, and the sound echoes in the dark wasteland of the empty room as the quarter falls into the coin box. Now your fingers tap impatiently as you make your selection. Soon your favourite recording artist will be heard, as the jukebox gives off its light and comes to life. Slowly you walk across the room towards your table, as the juke's mechanism, begins to click, and whir. As you sit, the needle sets down gently on the record's outer grove, and starts its journey once more. With the first sip of your favourite beverage you sit and stare at this mechanical marvel, seemingly from another planet. Within moments the room is filled with sound that can be felt, not just heard as George Jones sings "He Stopped Lovin' Her Today!"

Technology has, of course, over the years, changed the jukebox in many ways, but the fascination continues. This interest is being fuelled even more by the visual media, both in advertising, and entertainment. To many collectors, the jukebox has become serious business. This interest has been flourishing in the United States for sometime now, as well as in Europe, and Canada.

The first coin operated jukebox of sorts was a the *Gabel Automatic Entertainer* produced by the John Gabel Company in 1906. It is credited as being the first coin operated record player with an automatic record changer. It had to be wound up to operate, producing sound through a horned speaker. One drawback to its earlier use, was the inability to amplify sound sufficiently to compete with the background noise of public places. These earlier coin operated machines changed very little, until around 1920 when electricity provided electronically recorded records, as well as electronically played and amplified sound. The rest is history.

Many companies produced jukeboxes in the early years such as; the Mills Novelty Company; AMI; Seeburg; Holcome & Hoke, Capehart Automatic Phonograph Company; Packard and Son; with Wurlitzer starting production in 1933, followed by Rock-Ola in 1935.

Many thousands of makes and models with an infinite variety of styles, have been produced over the years by many different manufacturers of which only a few survive today.



The 1937 Rock-Ola Rhythm King.

The collector, when restoring one of these fine machines of yesteryear can become frustrated when finding parts becomes necessary. As with any collectible, a large number of dedicated persons, newsletters and other publications have come on stream, aiding the collector in his or her quest for parts, especially ones that are not reproduced on a large scale.

Being a collector myself, I soon became aware of this problem in Canada. As a result of this, January 1993 saw the first issue of *Jukebox Magazine* a publication for the Canadian collector. Now we are able to communicate with other jukebox enthusiasts regarding our particular needs as collectors and restorers.

Recently, it has come to my attention that many present day operators have old parts or even old jukes deteriorating, or just plain in the way around the shop, storage shed, or perhaps in an old deserted van. Many of these old relics can once again be brought to life, or stripped of some useful parts for use on other more well preserved machines. If you know a collector, or someone restoring a machine give them a call. I'm sure it will be appreciated.

Many of us collectors are also interested in obtaining original brochures, service manuals, give-aways, etc., and would welcome a call regarding these items as well.

Contrary to belief, there are still many jukes available to the collector from the 30s, 40s, or 50s, but as we all know, the supply is limited to production runs, and survival percentages.

Prices of these pieces from the past always seem to be rising, or at least holding their own. The trend today seems to be more for the rare or the unusual jukes, such as an Evans Constellation of 1949, or the unusual Aireon 1250 of 1946. Still, as these other jukes gain popularity, don't forget some of the old Wurlitzers command a substantial price with some as high as $35,000 U.S. such as the Wurlitzer 950.

If you are new to the hobby, don't get discouraged by the 950's price tag. There were only about 3500 produced, so there isn't enough left for everyone anyway. Many other jukes are still available, that are quite rewarding.

Talk to other collectors if it's a first time purchase. Most will be helpful and able to give advice learned from their mistakes in collecting jukes. Take your time and exercise a little caution before you make that first purchase.

Good luck and keep on jukin'.

Bruce Sutton is the publisher of Jukebox Magazine, P.O. Box 1156, Peterborough, Ontario, K9J 7H4. ❑

JUKEBOX SURVEY

Manufacturers

Antique Apparatus

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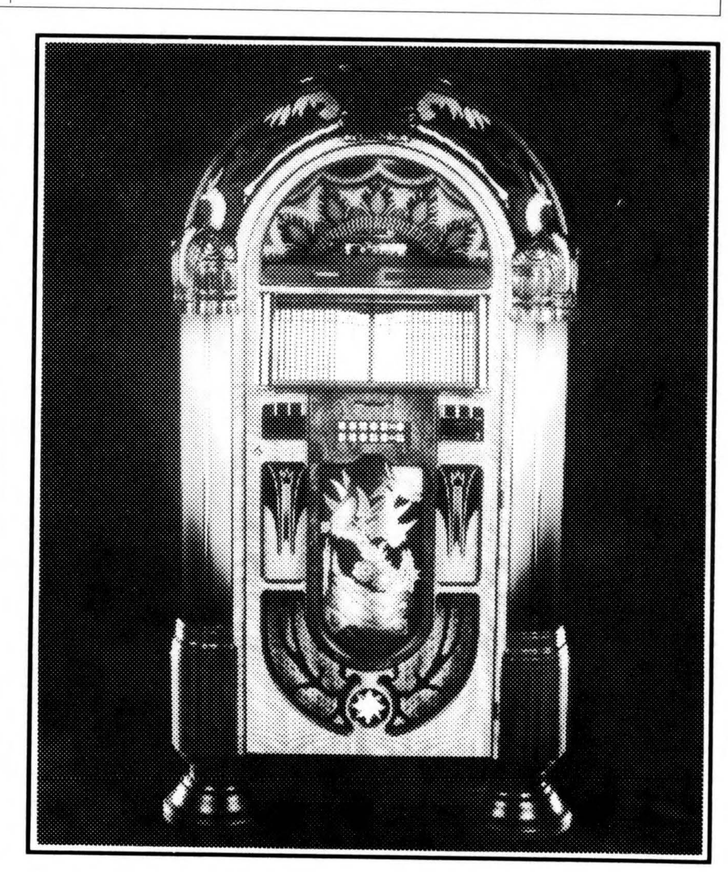
Antique Apparatus

The Bubbler: Getting its name from a unique Bubble Tube System, air bubbles perk to the top of this model's eight tubes, while a kaleidoscope of colours flow through its translucent plastics. On Series III, the entire front of the cabinet opens up for servicing and like all their jukeboxes, it comes with a 5-2-1 year warranty.



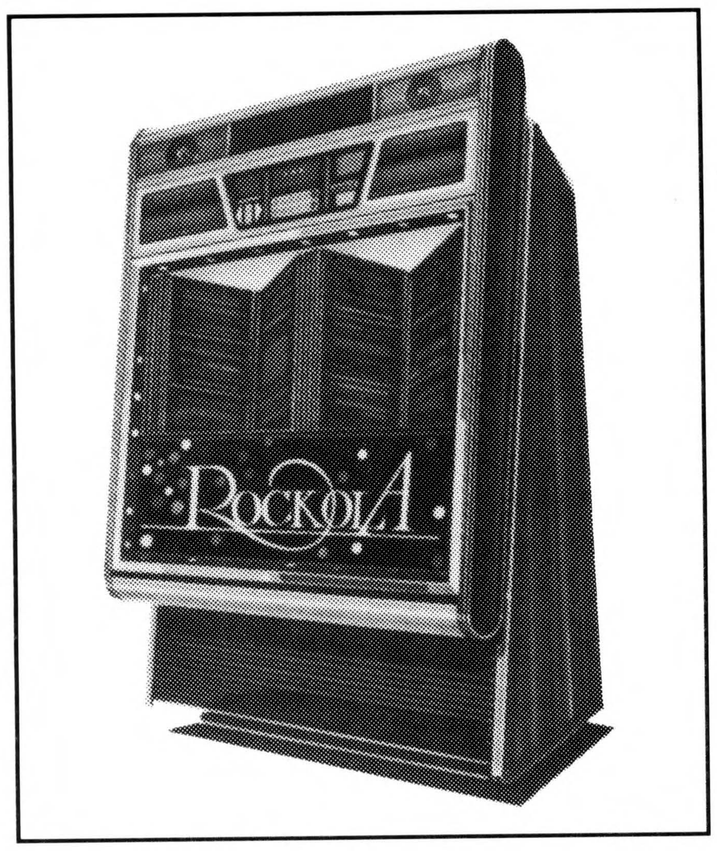
Antique Apparatus

The Gazelle: This model features Art Deco fawns playing the Pipes of Pan above two leaping gazelles etched in the glass panels below. The gazelles and side columns are illuminated with changing colours and four bubble tubes running up the sides. It features 100 CD capacity, and a 280 watt amplifier with dual equalizers.



Antique Apparatus

The Peacock: This top of the line model, features six bubble tubes, rotating colours in the side columns, and the amazing "polarization of light" in the peacocks. Each feather in the peacock's plumes change colours independently from the next feather. Antique Apparatus also puts out three types of speakers.



Antique Apparatus/Rockola

The Gala: This contemporary CD jukebox features an intense graphic display, brushed aluminum trim, eye level coin and bill entry, an illuminated keyboard, 280 watts of power, dual equalizers, and an advanced speaker system. Special diagnostic features include built-in test programs for the CD player and CD's themselves for easier service.



Antique Apparatus/Rockola

The Rocket: This new model features a smaller, less expensive contemporary design with a capacity of 48 or 100 CDs. Antique Apparatus's new compact mechanism design, which was made for their nostalgic line, is also featured in this model. Other standard features include: Dixie-Narco bill acceptor and coin mechanism, a 280 watt (RMS) sound system with equalizers, and motorized pages that show all jacket covers and title strips.



NSM-America

Performer Grand II: This unit is the first in the Performer Series and at the top of the NSM jukebox line. It features: a visible mechanism and rotating disc animation, the Hyperbeam laser disc sound system, a 100-CD "quick change artist" changer, a picture display title viewer, a real-time clock to program background music, attract mode, free credits & maximum play time setting.



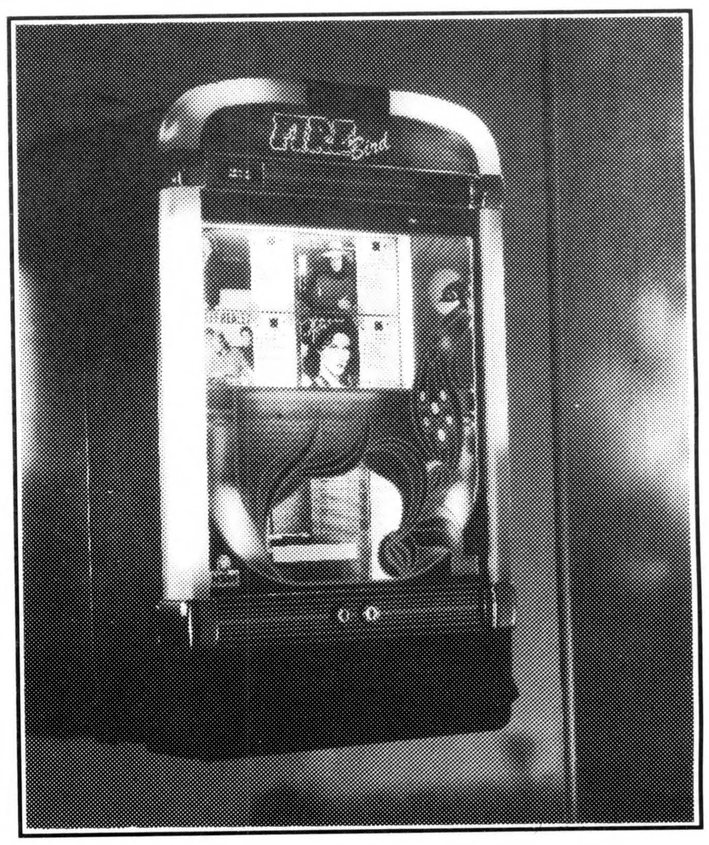
NSM-America

Performer Classic: The "Economy" model and the second in the series, this unit is bathed in bold swaths of bright blues and reds with mirrors to shower the colours. It has animated laser chase lights, soft lines and gentle curves, to contrast its sister model the Performer Grand II, and offers all the standard NSM features. Options include wireless remote control and collection information retrieval.



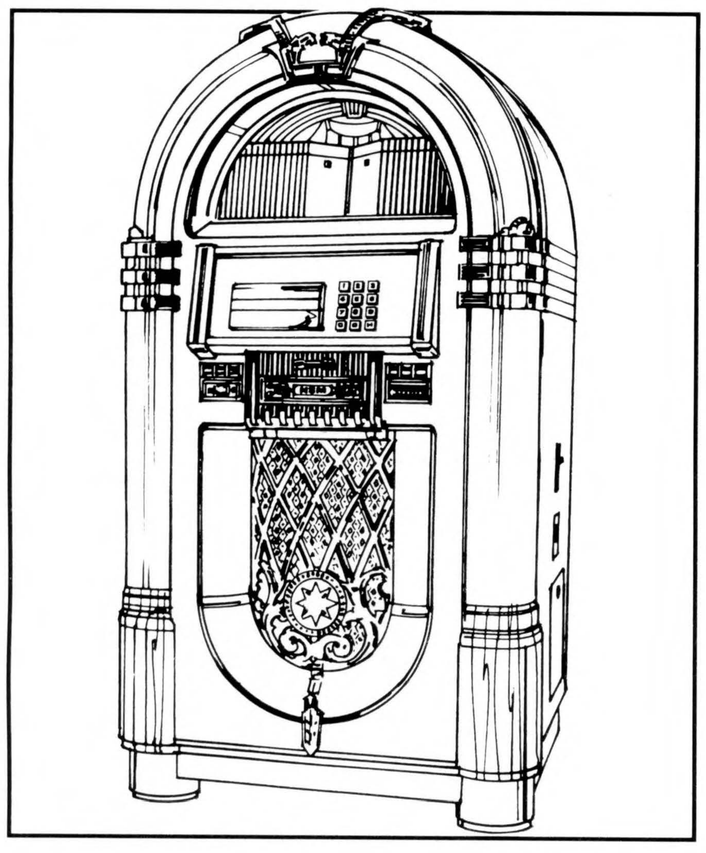
NSM-America

Performer Wall:The third and last machine in the Series, this wall-mounted model has ebony and silver silk-screened front glass, accented by glistening chrome and pulsating laser chase lights. Features include the HyperBeam laser disc sound system, a 100-CD "quick change artist" changer, a real-time clock, built-in interfaces for using external music sources and a picture display title viewer.



NSM-America

Fire Bird II: This wall-mount unit is ideal for locations that don't have space for conventional jukeboxes. An attention grabber with sculptured peacock art, mirrored glass, colour burst piasters, and chrome adornments. Features include the Hyperbeam laser disc sound system, a 100-CD "quick change artist" changer, a picture display title viewer, a real-time clock, free credits and attract mode.



NSM-America

Nostalgia Gold: This model has the classic look of a jukebox of the golden age of music featuring old-fashioned wooden cabinet, walnut pilasters, rotating colour cylinders, decorative inlays and eight glowing bubble tubes while at the same time housing the technically advanced "quick change artist" 100-CD changer and HyberBeam laser disc system.



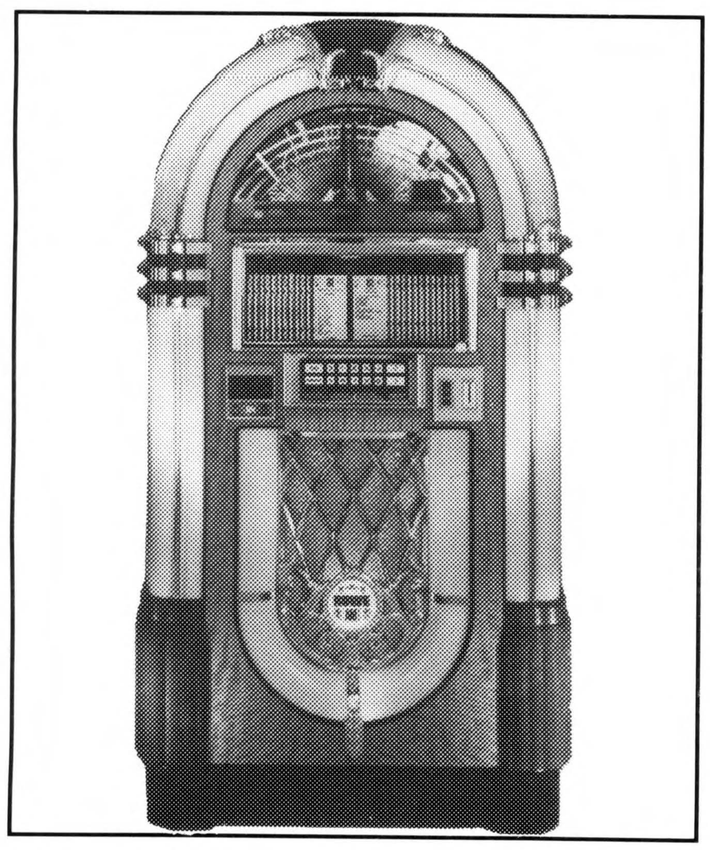
Pioneer New Media Technologies

CJ-V99: This model has two separate amplifiers; while one amplifier drives a powerful internal four-way speaker system, another controls external speakers throughout an installation. Other features include: an optimizer minimizing delay time between songs; background music activated when a selection is not being played; wireless, remote control; computer compatibility for song auditing; and built-in microphone paging system.



Rowe/AMi

LaserStar America CD 100-C: This model's title display is designed to merchandise music and stimulate customer play, while three CDs rotating in a rainbow of changing colours add to impact. Features include: 12 full-sized CD jackets displayed aside easy-to-read title strips, highlighted by theatrical, halo lighting; motor-driven pages flipped by push-button controls; and an attract mode.



Rowe/AMi

Nostalgia CD: This re-engineered Nostalgia CD is now being manufactured in their Grand Rapids, Mich. factory. It has been designed to maximize the crisp quality of compact discs. This jukebox can also be programmed to play on its own, to show off the astounding sound quality of its seven band equalizers, three way speaker system and 250 booming watts of music power.



Rowe/AMi

Laser WallStar: This unit can be connected to Rowe's best-selling LaserStar CD-100, CD-100A and CD-51 jukeboxes for remote play selection. The WallStar fits in any location and features a eye-catching spinning CD display that dramatically increases its impact and excitement. A dramatic title display featuring full-sized CD jackets holds up to 96 title strips or 50 CD album covers.



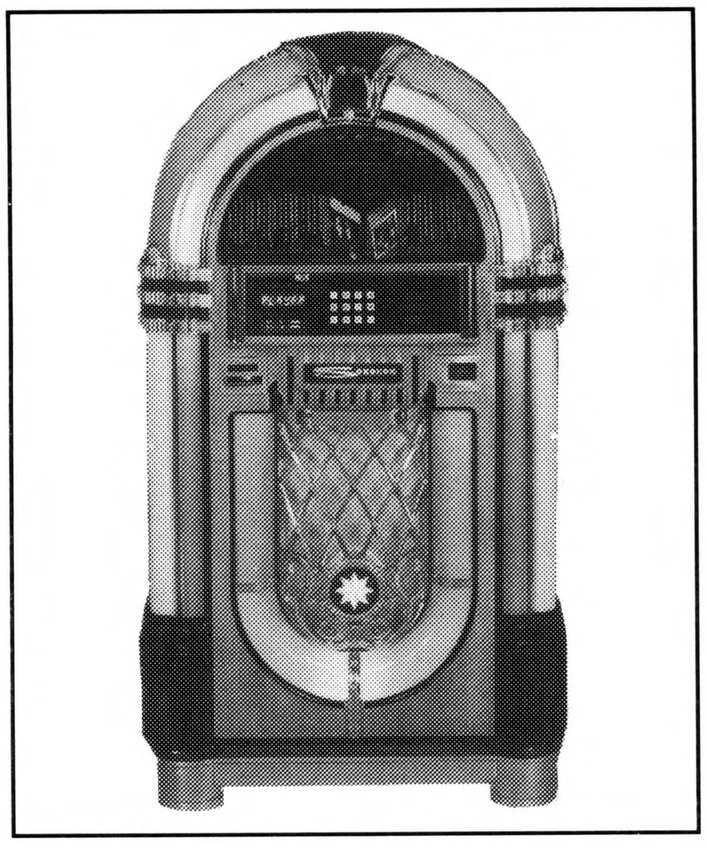
Rowe/AMi

LaserStar CD-51: Offers all the advantages of the LaserStar in a smaller space. This unit features a unique title display designed to stimulate play; six full-size CD jackets, displayed with highly visible title strips, highlighted by theatrical step-framed halo lighting; autoplay, a 2 1/2" x 32" easy-to-change panel for custom signage, and connectability with WallStar units for remote selection.



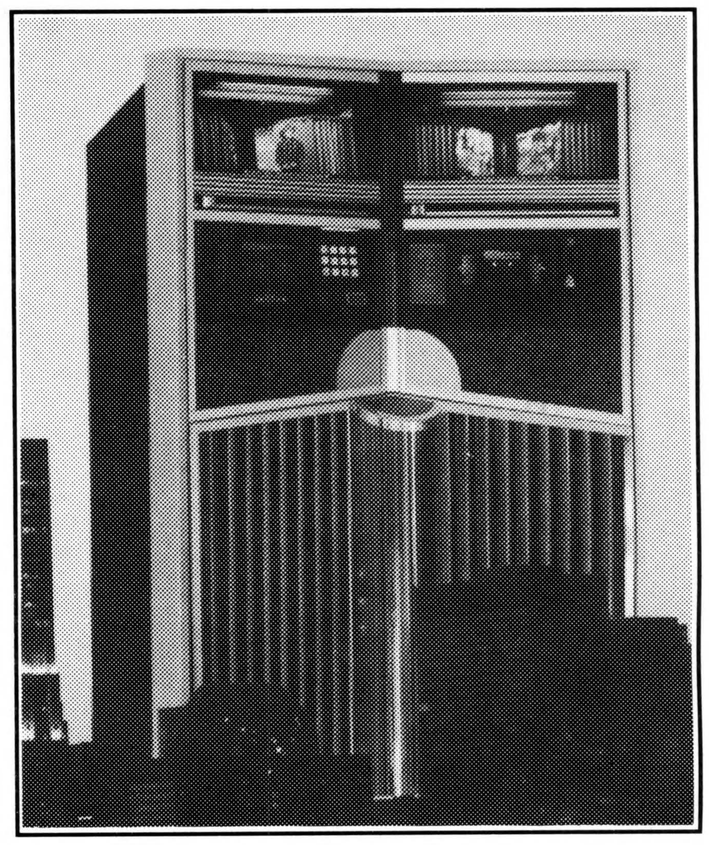
Seeburg International Inc.

Blast Effect: This economical jukebox features a new, dramatic, built-in "surround sound" audio system offering 280-watts of audio output. Other features include: easy-to-load, automated title display; modular mechanism with a capacity of 102 CDs; CDM-4 Philips disc reader, and enhanced audit memory logic. An Optional printer for full data retrieval is also available.



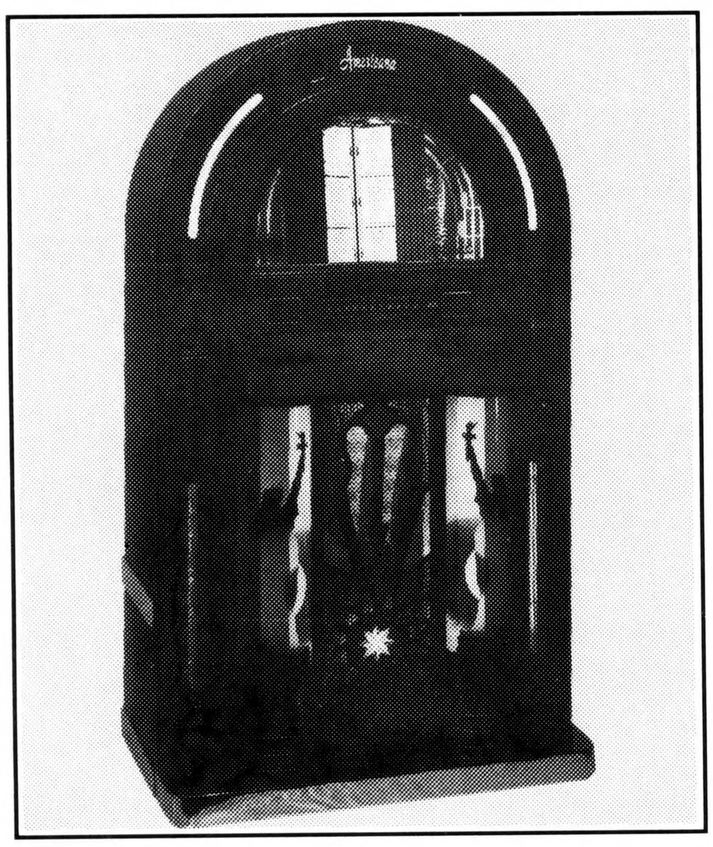
Seeburg International Inc.

The Classic: Hi-Tech performance with classic nostalgia styling, this model features all cast-metal ornamentation and solid wood custom-made cabinet with eye-catching bubbles. Features include: 400 wattspower, built-in amplifier protection circuitry, and a total bookkeeping system that keeps track of plays and dollars. Modularly-designed parts and assemblies are interchangeable with Seeburg's Skyline jukebox.



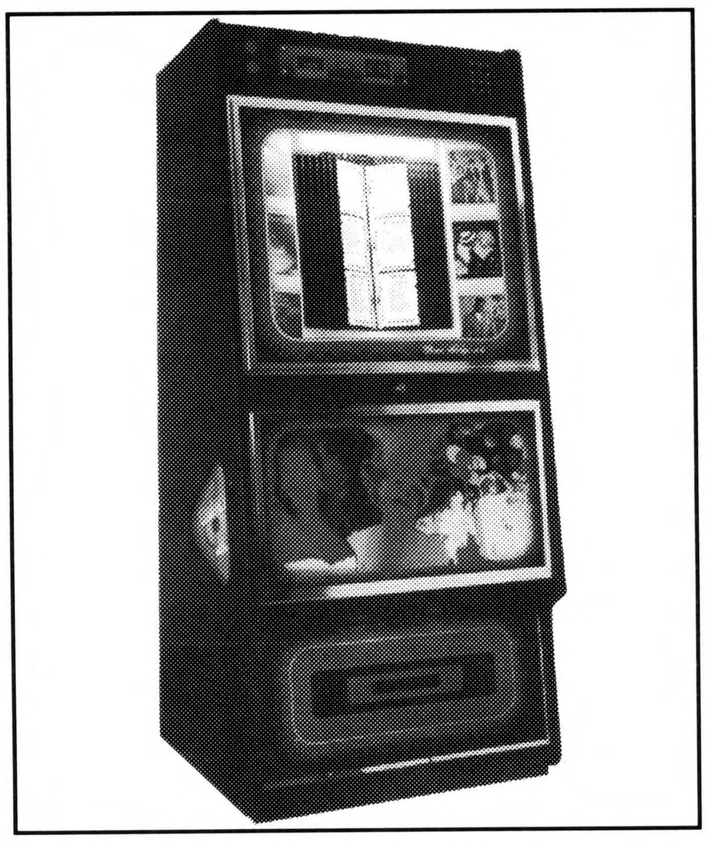
Seeburg International Inc.

Skyline: An easy-to-read, eye level title display and a dramatic, light beam front panel highlight this unit. A double enclosed, professional disc changer resists dust, dirt and smoke entry for reduced contamination of discs and a Triple-Beam Laser Reader disc player assures precise disc tracking and improves faulty disc error correction. Other features: 200 watts per channel amplifier and programmable background music.



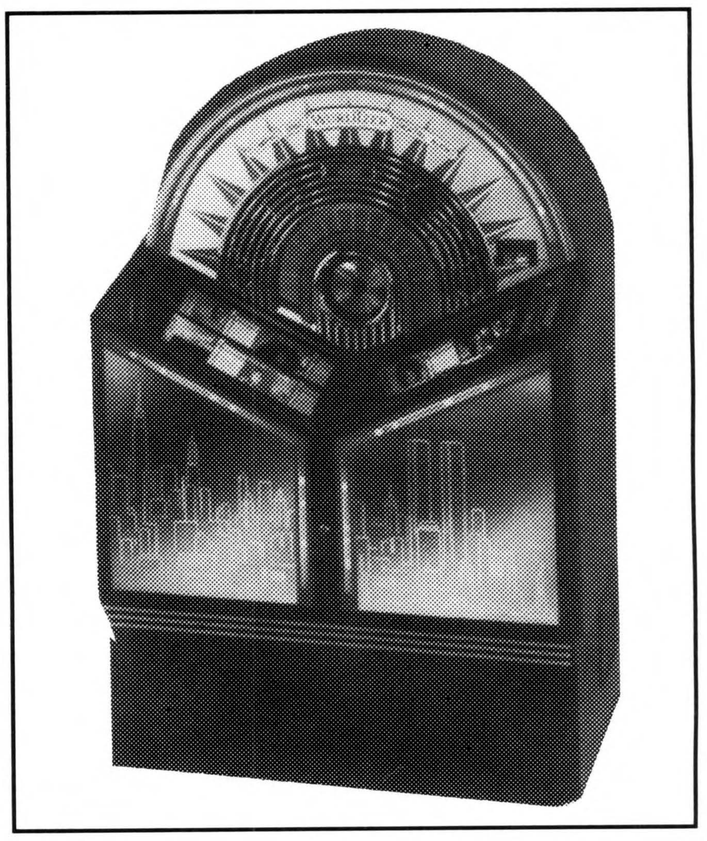
Quick Silver Development Co.

Americana: This jukebox is designed for locations which require a powerful sound with a presentation of elegance and a 50's touch of nostalgia. Features include a Phillips Commerical Laser unit, 70 CD capacity, real time clock, and adjustable track length time with fader.



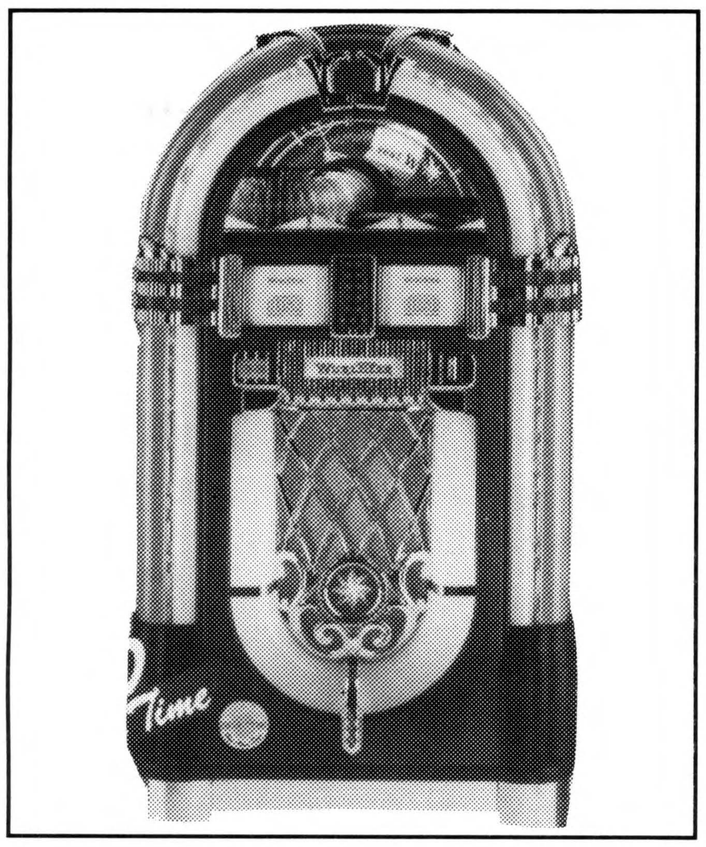
Quick Silver Development Co.

Mardi Gras: This is the economy model in the Sound Leisure line with all the quality features of the more expensive models. This model has the capacity of 70 CDs with full programmable background music facility. Other features include: stereo sound with 60 watts per channel, full data retrieval capability, auto B.G.M volume settings, and programmable coin lock-out.



Wurlitzer Jukebox Company

New York New York: An eye catching modern design combining sparkling mirrors and glittering chrome trim highlight this model. Features include: six loudspeakers with 200 watts of music power, vertical, protected storage CDs, play stimulator that automatically plays a music title after five to 60 minutes, and an electronic service program and popularity counter to check all important data.



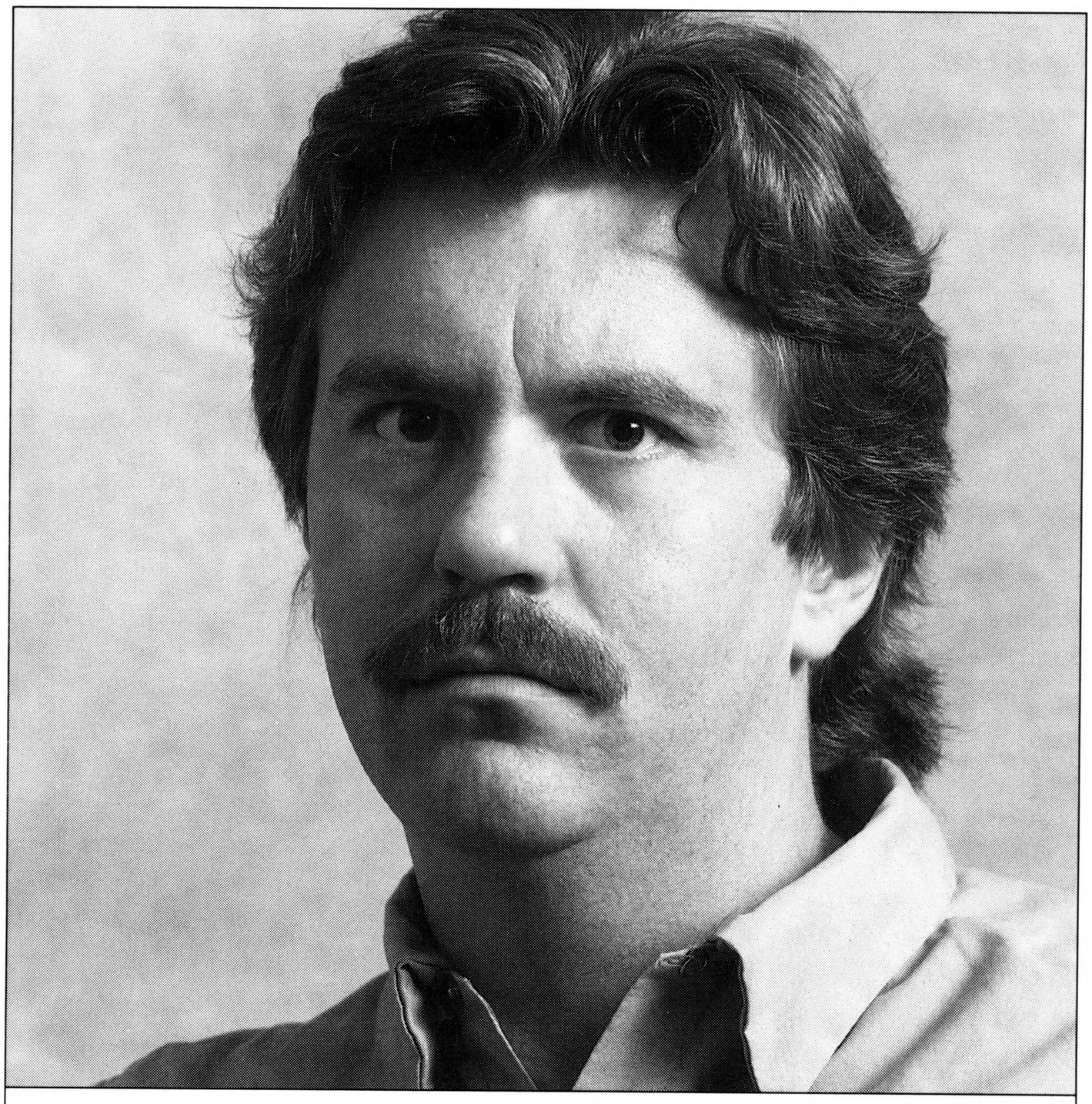
Wurlitzer Jukebox Company

1015 One More Time CD: Combining the design of the classical 1015 with today's technology, this unit's stereo transistorized amplifier, with automatic level-control and electronic overload-protection, offers 200 Watts of power. Features: modified, professional Philips CD-system and CD carrousel with 50 CDs capacity. Available with infra-red remote volume control and linkable to an external amplifier, speakers and microphone.

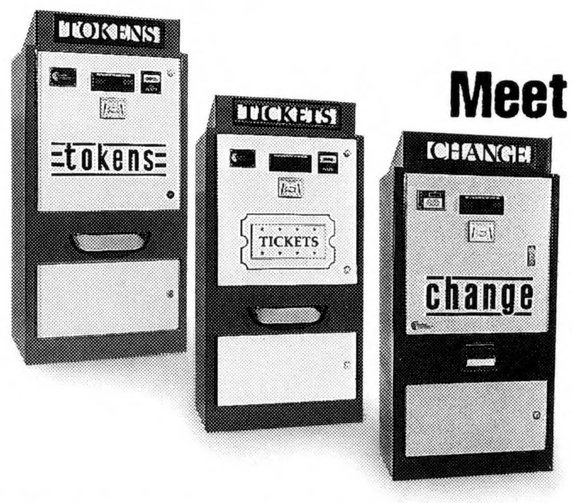


Wurlitzer Jukebox Company

New Orleans II: An audio-laser jukebox with advanced CD-technology, this model has 50 CD capability stored vertically in the CD "carousel". Four loudspeakers, with two-way technology, offer 200 watts of music output for optimum sound. All the characteristics for the functional and display controls are controlled electronically and a CD number and track number are displayed on the 4-digit LED display.



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BUSY BEES AT ROWE/AMI

Celebrating 85 years in business, Rowe/Ami remains actively ahead of the competition

By Betty Resendes

Rowe/AMi has been busy. Very busy. Between mid 1992 and mid 1994 they will have launched 41 new products through thei r three divisions: music, currency, and vending.

Some of their newest products include the LaserStar CD Nostalgia, now produced in Grand Rapids, Michigan, a small food machine; a compact, snack machine and their new glass-front canned drink vendors that caused quite a stir in the vending industry during NAMA '93.

A new sister company, C-Power, was established in May 1992, in Texas, allowing them to lend their expertise and utilize their state-of-the-art electronics in contract manufacturing in all areas of the industry.

Rowe's LaserStar America jukebox was recently awarded "Most Played Jukebox of 1993" by members of the Amusement and Music Operators Association (AMOA) at the Expo '93 in Anaheim, California. They have won seven awards in a row, including three Awards of Excellence for best jukebox of year — a clean sweep.



Flagship LaserStar America CD 100-C

Not bad for an eighty-five year old.

Strong roots

Rowe/Ami's roots go back to 1909, in Grand Rapids, Michigan, when Automatic Musical Instruments (AMi) started as a manufacturer of player pianos. Their first jukebox came on the scene in 1927.

At the helm of this buzz of activity are Joel Friedman, Senior Vice President Music and Currency and Jerry Gordon, Senior Vice President Distributor Sales.

"We have been very busy bees, but our core business remains music, currency and vending" says an enthusiastic Friedman. He says they are very proud of their roots and their motto remains "yesterday, today, and tomorrow" combining the three elements that allow them to remain responsive to operators needs.

"Rowe/Ami is the oldest continuous manufacturer of jukeboxes in the world," says Gordon, and it is this sense of history that gives Rowe's jukeboxes their intrinsic value, resulting in the highest resale value of any jukebox.



Compact LaserStar CD51A

Research and Development

While Rowe is very aware of its history, Gordon says, that doesn't mean they have remained stuck in the past. In fact, they maintain one of the most active internal research and development departments in the industry.

"Our experience runs from 50 years to 50 days," explains Gordon, who says Rowe's approach has been to combine experience with youthful ideas and the latest technology.

Rowe maintains very close ties with their distributors (who are responsible for all their sales), and operators.

"Everything is designed for the cashbox, with the operators needs in mind," says Friedman.

Rowe's first question when designing a new product is "How will this impact an operator?" and their reputation is based on their approaching all new developments very carefully, taking into account potential new developments, so operators are always ready for the future.

"We are not only responsible but re-



Jim Gang and Joel Friedman with Rowe's narrow snack machine.



Rowe's Joel Friedman, Kadima Levadi and Jim Day with their LaserStar America and new Nostalgia CD at AMOA '93

sponsive to operator's needs," expresses Friedman, "an operator's success is our success."

Gordon says employees are cross-trained in the different areas of manufacturing so they are aware of everything that goes into developing a product.

A task force is assembled on each project with representatives from manufacturing and engineering and a typical project can take any where from 12 months to 15 months in development.

Ultimately, says Gordon, "It must make economic sense and manufacturing sense before a project is viable. There is no true test like a location."

One such project has been Rowe's new Karaoke add-on kit for their jukeboxes. Friedman says they began looking at Compact Disc Graphics (CDG) in 1988 as a project for the future.

Rowe started by modifying their current laser player to play CDG and it was so well received at the AMOA '93 in Anaheim that they have plans to come out with an economical, add-on kit sometime in 1994.

"Our goal has always been to give operators value for their money," remarks Friedman.

Achievements

Besides developing new products, Rowe/AMi has also been busy developing its reputation and collecting accolades.

Rowe/Ami has always maintained a high profile in the industry with a significant presence at industry trade shows and related events. Their contributions to the industry have not gone unnoticed, with the winning of their seventh consecutive award at the AMOA Expo '93

"Recognition is wonderful but it is more important for us to maintain our relationship and reputation with the operator," says Friedman.

When asked what they are most proud of, Gordon responds sincerely, "everything we build," and says they are as proud of their currency changers as they are of their LaserStar America jukebox.

This pride and confidence have translated to exports to 50 countries all over the world, with exports "picking up month by month" says Gordon.

"We look at North America (U.S., Canada, Mexico) as one continuous marketplace. Canada, one of our major purchasers, is part of our home marketplace," says Friedman.

Looking into the future, Rowe/AMi has no plans to slow down. C-Power and contract manufacturing are just beginning to take root and "it is something we are looking at to grow," says Gordon.

Friedman says new products are always in development, and operators can continue to expect great things from Rowe in 1994.

"The new Rowe is not quite as traditional, we are making things happen faster," remarks Gordon.

With a continued focus on yesterday, today and tomorrow, Rowe/AMi is committed to being around for at least another 85 years. ❑

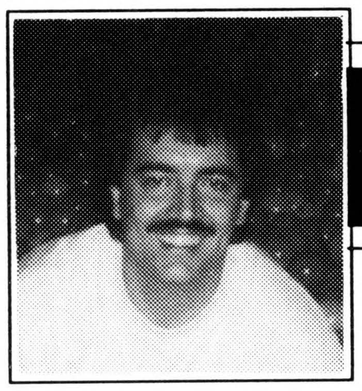


Craig Johnston, president AMOA with Rowe's Sr. V-P's Jerry Gordon, and Joel Friedman.

Rowe/AMi "Most Played" Jukebox

Rowe/AMi's LaserStar was voted the "Most Played Jukebox of 1993" at AMOA's Expo '93 by members of the Amusement and Music Operators Association. Senior Vice Presidents Joel Friedman and Jerry Gordon, accepted the award on behalf of Rowe/Ami.

Friedman thanked the professional music operators for their continued support and confidence in the Rowe/AMi jukebox line. "It is most gratifying when professionals in your own industry judge you as "The Best." We at Rowe know that our success and the success of operators is the same, we truly appreciate every order."



TECHNICAL CORNER

With John W. Liikala, C.E.E.T.

The Ins and Outs of Jukeboxes

Looking at the jukebox from a technical angle, let's see how it all began.

In 1877, Thomas Edison discovered he could record soundwave modulations onto a sheet of tinfoil. This mechanical sound recorder used no electricity in its recording or playback functions. The sound was reproduced acoustically, where a listener would put his ear to an output tube. Edison sold his invention later for a nominal fee plus royalties, pushing this idea, not to be used as an entertainment device, but primarily as a business machine/office equipment.

After a time experimenting with the acoustic device, it was fitted with a coin slot and four listening tubes. For a nickel, one could listen to a pre-recorded tune that lasted one minute and forty seconds. The jukebox was born.

In 1906, we saw the introduction of the first jukebox using 10-inch discs, as well as the listening tube removed. Pre-recorded sound was heard through means of a 40-inch horn. Amplifiers were introduced in 1927 with AMI being the first company offering "multi-selections." It was now possible for the jukebox to be used in any place of gathering where pre-recorded music could be heard by not one, but all.

Between the late 20s to late 40s, the jukebox took on many fascinating technical features and creative design. The year 1948 saw the marketing of the first-ever, 100-selection 45 RPM Jukebox. As the jukebox progressed, only a few companies remained in manufacturing. AMi merged with Rowe; and Rockola; NSM and Seeburg were, and still are the major names in jukeboxes today.

Today, looking at the new CD-playing jukeboxes for the first time, they are somewhat intimidating compared to the 45 version. But, through training courses provided by the manufacturers, one can pick up on it pretty quickly. The seminars take a lot of the why's and what's out of a seemingly complicated system. I am always still learning on the new CD models. The following tips on NSM jukes and Williams flippers may prove helpful.

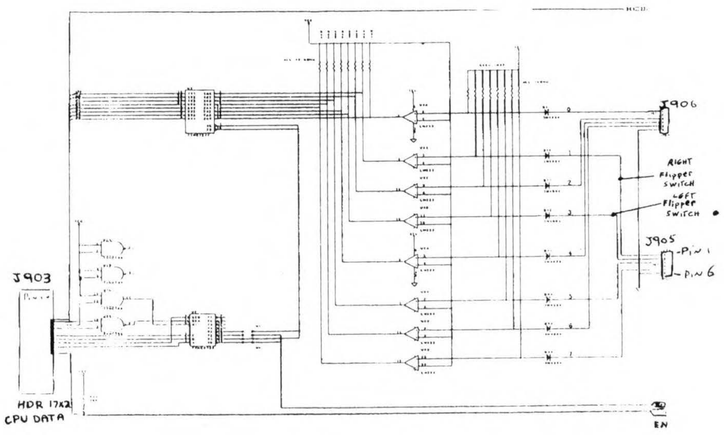


Fig. 1

Tip #1: NSM Reversing Kit

Please note, there is no "AUX-Out Cables" from the TB plug in this kit, so an extra set of Audio Shielded Cables can be connected in this plug. See Fig. 3 for hook-up.

Tip #2: Williams Weak Flippers

I have had several calls due to the weak flippers on the new Williams pinballs, and have usually told the customer that he should check his plunger, link, stop and coil, only to find the problem was actually in the new cabinet switches.

These switches are Optos or Reflex Couplers. It seems, if the switch-side of the Opto is leaky in any way, the result is a weak flipper action. The same result can be caused by a dirty opto as well. Therefore, before replacing the opto, do these steps first. Clean the opto with alcohol, then measure at SW1 on the cabinet switch PC board these readings: 1) When the opto is blocked, the switch side of the opto will not conduct, thus point SW1 will be at plus 12 volts D.C. (plus or minus .5 volts); 2) When opto is unblocked, the switch side of the opto will now conduct, thus point SW1 will now be at plus .5 to 1 volt D.C..

If any of these voltages are out of range and you have a weak flipper, try changing the opto. The opto number is s-1865, keep a couple of spares in your tool kit. Figure 1 will show the connections to the fliptronic board and to what components they are hooked to. Figures 3-11, 3-13 and 3-14 will show you the flipper circuit diagram, as well as the flipper cabinet switches and the flipper opto PCB assemblies. HAPPY TROUBLE SHOOTING!

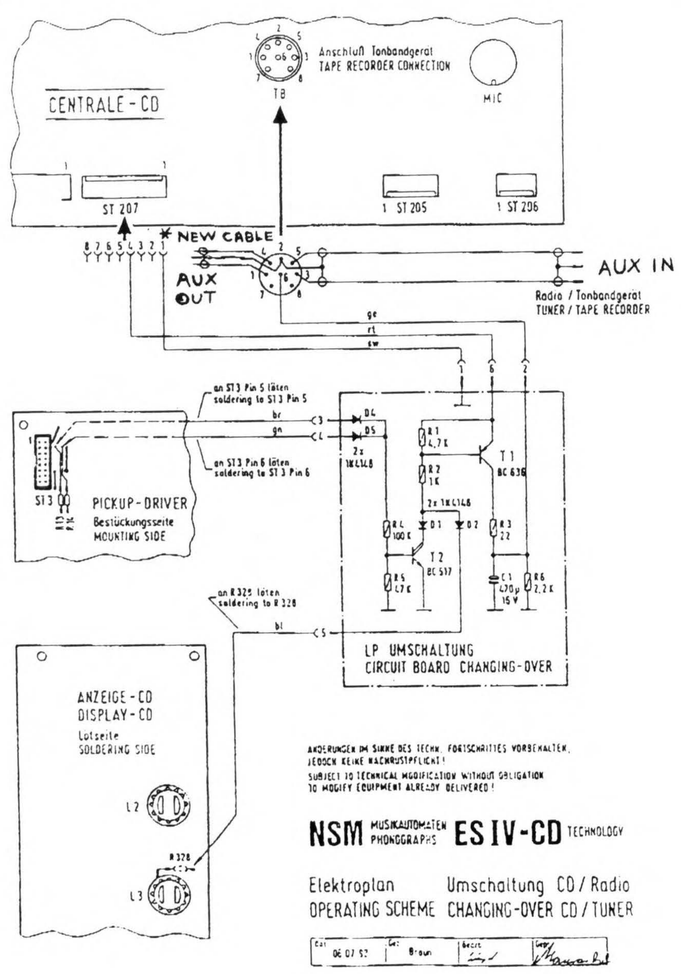
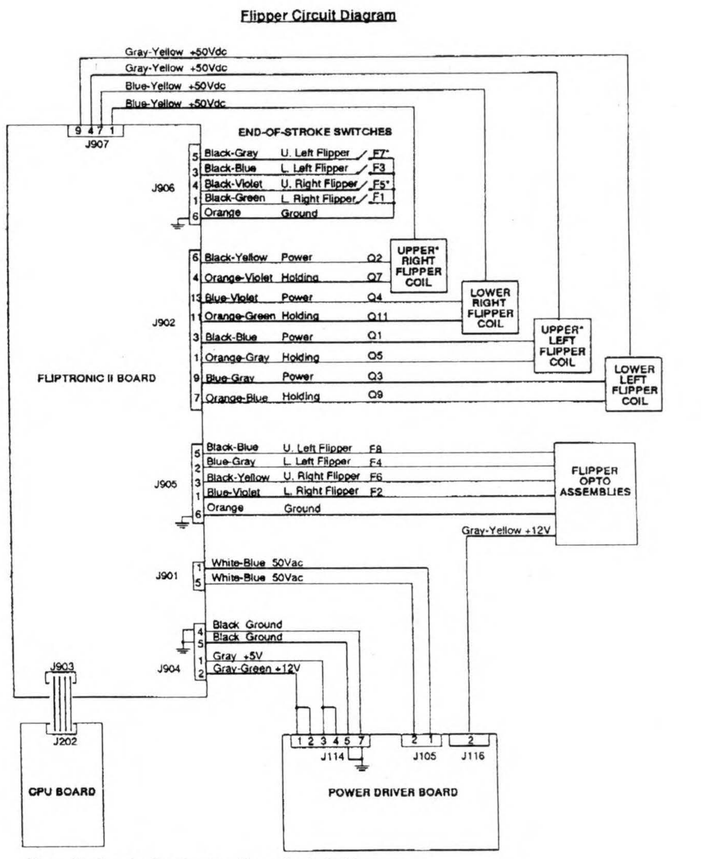
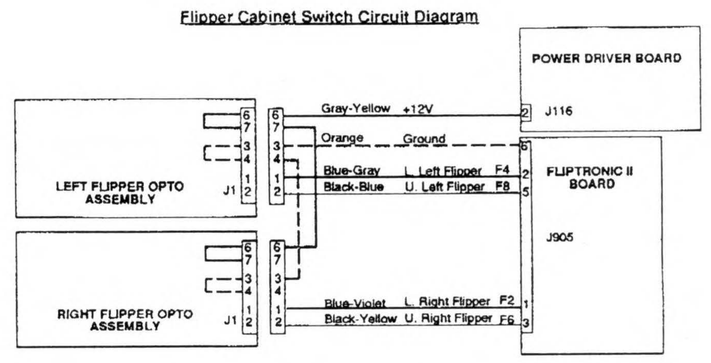


Fig. 3



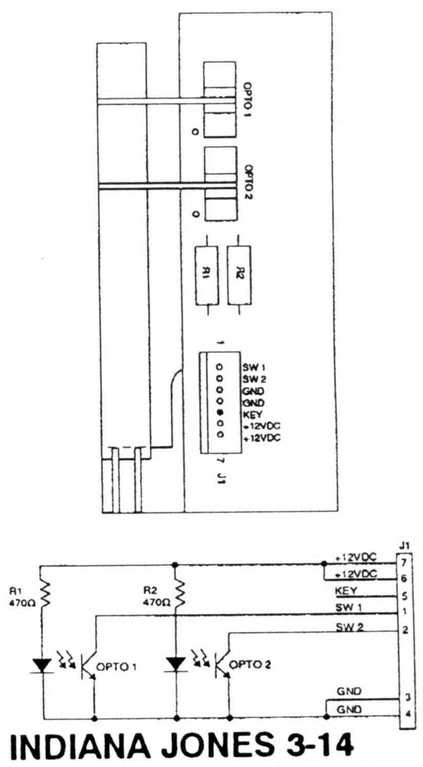
*Note: Used as circuits other than flipper circuits in this game.

INDIANA JONES 3-11



INDIANA JONES 3-13

A-16384-1
Flipper Opto PCB Assembly



INDIANA JONES 3-14

NEW PRODUCTS



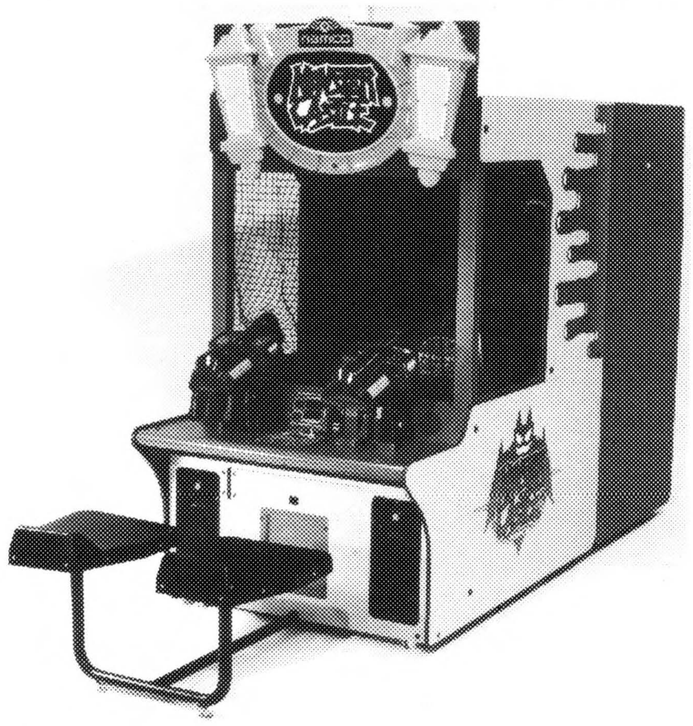
Dinosaur Park

Purple Star Inc. presents *Dinosaur Park*, a new redemption game with an upright, Pachinko playfield and brightly coloured graphics of kids riding friendly dinosaurs.

Points are scored by launching a ball onto the playfield where there are five strategically located slides, which players position the ball to go through to score big ticket values. If the slides are missed, points can be scored as the ball exits the playfield.

Options include one to four balls per play, variable ticket values on the slides, and settings for one to four coins.

For more information, contact Purple Star Inc., 2900 Justin Dr., Ste. C, Des Moines, IA 50322, tel: 515-276-7500.



Namco's Monster Castle

Namco-America presents *Monster Castle*, a one or two player redemption game.

Players must rescue the princess from the evil hand by shooting down the creepy monsters that pop up from behind the castle wall. Players aim their Ecto-Cannon to fire ping-pong balls at the monsters, which in turn repels the evil hand from the princess.

Features include two ticket dispensers, an attractive cabinet with flashy marquee, lightening, thunder and black lights that set the mood.

For more information, contact your local distributor, or for referral contact Namco-America, P.O. Box 641630, San Jose, CA 95164-1630, tel: 408-383-3900.



Killer T-Rex

Smart Industries Corp. introduces *Killer T-Rex* to the redemption market.

Killer T-Rex is contained behind a 10,000 volt high security fence that suddenly loses power at the beginning of game play. The player tosses balls at the T-Rex until power is restored and a "buy-in continuation" allows him additional time at his present score, towards his final goal of 10,000 volts and the progressive jackpot tickets.

Killer T-Rex features a BSMT 2000 Custom DSP voice and sound system, animated movements, ticket dispenser, double coin mechanism with locking cash box and credit/timer Dot Matrix readout.

For more information, contact your local distributor, or for referral contact Smart Industries Corp., 1626 Delaware Avenue, Des Moines, IA 50317-2938, tel: 515-265-9900.



Ahoy to Captain Flag

Jaleco USA Inc. presents their latest redemption piece, *Captain Flag*.

Designed for the whole family, players choose a character and follow their verbal commands on raising and lowering the red and white flag. Action speeds up as the game progresses and successful players move on to face Captain Flag himself.

Features also include mechanical moving arms and video animation.

For more information, contact your local distributor, or for referral contact Jaleco USA Inc., 685 Chaddick Drive, Wheeling, IL 60090, tel; 708-215-1811.



Night Slashers

Data East has brought together the chal-

lenge of ghouls and zombies with the game play of a fighting game in their newest upright video, *Night Slashers*.

Players have the choice of three characters, each with their own special powers, to fight against the nightmarish enemies, through five levels. Battles occur through the streets, a warehouse, an airplane and other scenes.

Features include shock and vibration resistant cabinet and easy access to all electronics.

For more information, contact your local distributor, or for referral contact Data East USA Inc., 1850 Little Orchard Street, San Jose, California 95125, tel: 408-286-7080.



Awesome Toss Em

Lazer-Tron announces the introduction of *Awesome Toss Em*.

Designed for the junior market, kids try to keep up with *Awesome Toss Em*'s four fun-filled targets: Mary Berry Strawberry, Lucky the Lime, Beach Bum Plum and Mellow Yellow Lemon.

As the targets light up, the player tries to toss the matching coloured balls into the correct target, but if he tosses the wrong coloured ball into the target he loses points.

Lazer-Trons new patent pending CRD technology allows the game to distinguish between the colour of the balls thrown into the targets.

For more information, contact your local distributor, or for referral contact Lazer-Tron, 4430 Willow Road, Pleasanton, CA 94588, tel: 510-460-0873.



Pit Boss Supertouch 30

Merit Industries brings touchscreen technology to its popular *Pit Boss Superstar 30* to create *Pit Boss Supertouch 30* , in a 13" countertop or 19" upright.

Supertouch 30 combines Merit's casino classics, exciting new trivia and word games, and a variety of action games, with over 30 levels of play.

The new trivia has over 10,000 questions in twenty categories and many action games found in the *Superstar 30* have been adapted to the touchscreen. New additions include "Temple of Mem-Oh-Ree", and "Match'Em Up".

Also new from Merit is their *Pit Boss Superstar 30 Full Kit*, which will convert a horizontal upright video game into Merit's *Pit Boss Superstar 30*.

For more information, contact your local distributor, or for referral contact Merit Industries Inc., 2525 State Road, Bensalem, PA 19020, tel: 215-639-4700.



Cops N' Robbers

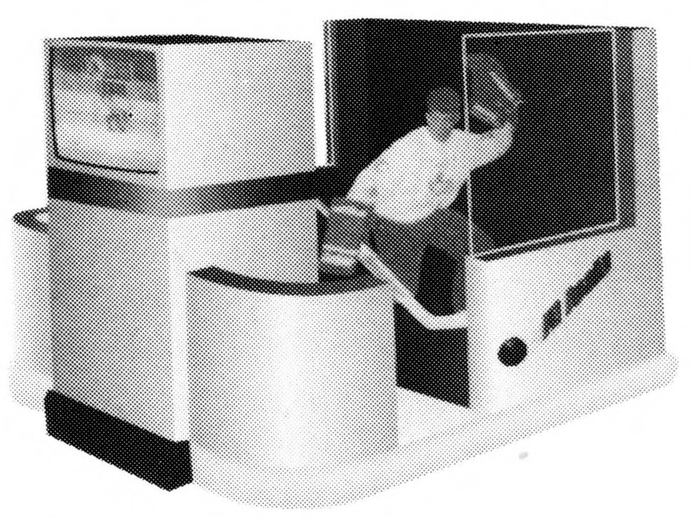
Gizmo Enterprises announces the availability of *Cops N' Robbers*, a new dedicated, redemption game.

Cops N' Robbers features an interactive audio/visual playfield where players attempt to rob the bank by capturing various denominations of loot, while the cops close in.

Multiple play options allow players to maximize their chances. An extra jackpot can be won by locking two "extra ball" cards. Visuals explode with live sound in a "Cops N' Robber" showdown when tickets are dispensed.

Cops N' Robbers features adjustable jackpot levels, full self-diagnostic audit functions on the coin door, and adjustable ticket payouts.

For more information, contact Gizmo Enterprises, 250 Devon Ave., Bensenville, IL 60106, tel: 708-616-9550.



Vivid's VR Goalie

The Vivid Group announces the release of a Virtual Reality module that lets the user break free from the cables and head gear and play a game of *VR Goalie*.

This stand-alone, arcade-style module features a high-end Manadala VR engine running a hockey goaltender simulator. The Mandala Virtual World System, using a video camera interface, allows a player to control computer graphics, animation and background video using only their video image on a screen.

Stepping into *VR Goalie*, a player finds himself standing on a simulated ice surface facing a large video monitor. He watches his live video image, superimposed in front of a hockey net in a professional arena, as he attempts to protect the net from a volley of pucks shot by live players on the video.

For more information, contact The Vivid Group, 317 Adelaide St. W., #302, Toronto, ON M5V 1P9, tel: 416-340-9290.

Send new product info with photos to: Canadian Coin Box Magazine, 106 Lakeshore Rd. E., Port Credit, ON L5G 1E3. Tel: 905-271-1366, Fax: 905-271-6373.

CALENDAR

ATEI and Int'l Casino Show

Jan. 25-27, 1994. The 50th Amusement Trades Exhibition International (ATEI) and Int'l Casino Show will take place at Earls Court 1, London, England. Contact: 44-71-713-0302, or fax: 44-71-713-0446.

PAPA 4 Int'l Championship

Feb. 4-6, 1993. Fourth annual Professional & Amateur Pinball Association Championship at Park Centeral Hotel, Grand Ballroom, 55th and 7th Avenue, New York, NY. Contact Joe Schick at 212-247-3725.

American Coin Machine Expo

March 17-19, 1994. ACME will be held at Rosemont Convention Center, Rosemont, Ill. For more information contact: W.T. Glasgow Inc., 708-333-9292.

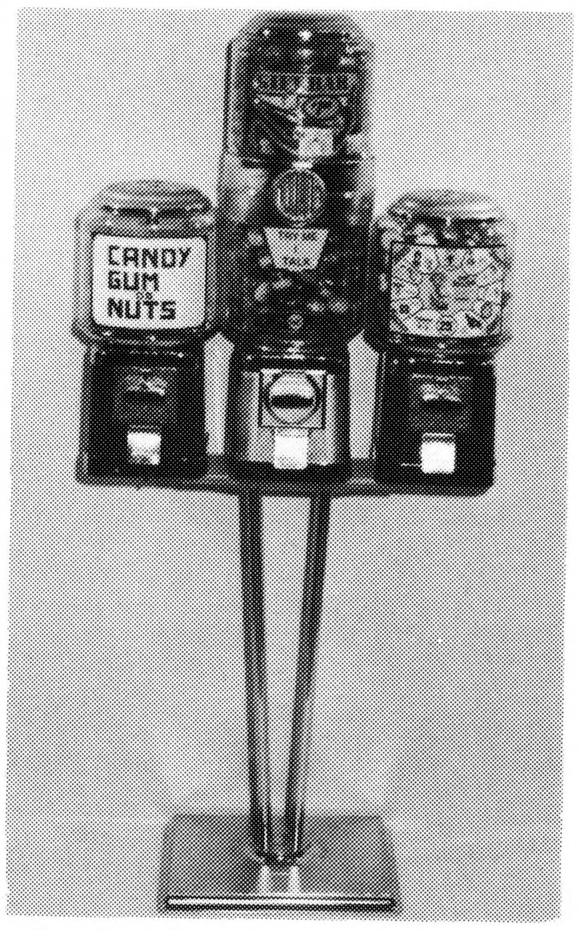
AMOA-IFPA Championship

Apr. 22-24, 1994. AMOA-International Flipper Pinball Association World Championship held at the Clarion International O'Hare, Chicago, IL. Contact Doug Young at 414-422-0600.

VNEA 8-Ball Championships

May 28-June 4th, 1994. 14th Annual VNEA 8-Ball League Association International Championships, Riviera Hotel & Casino, Las Vegas, NV. Call your charter for more info.

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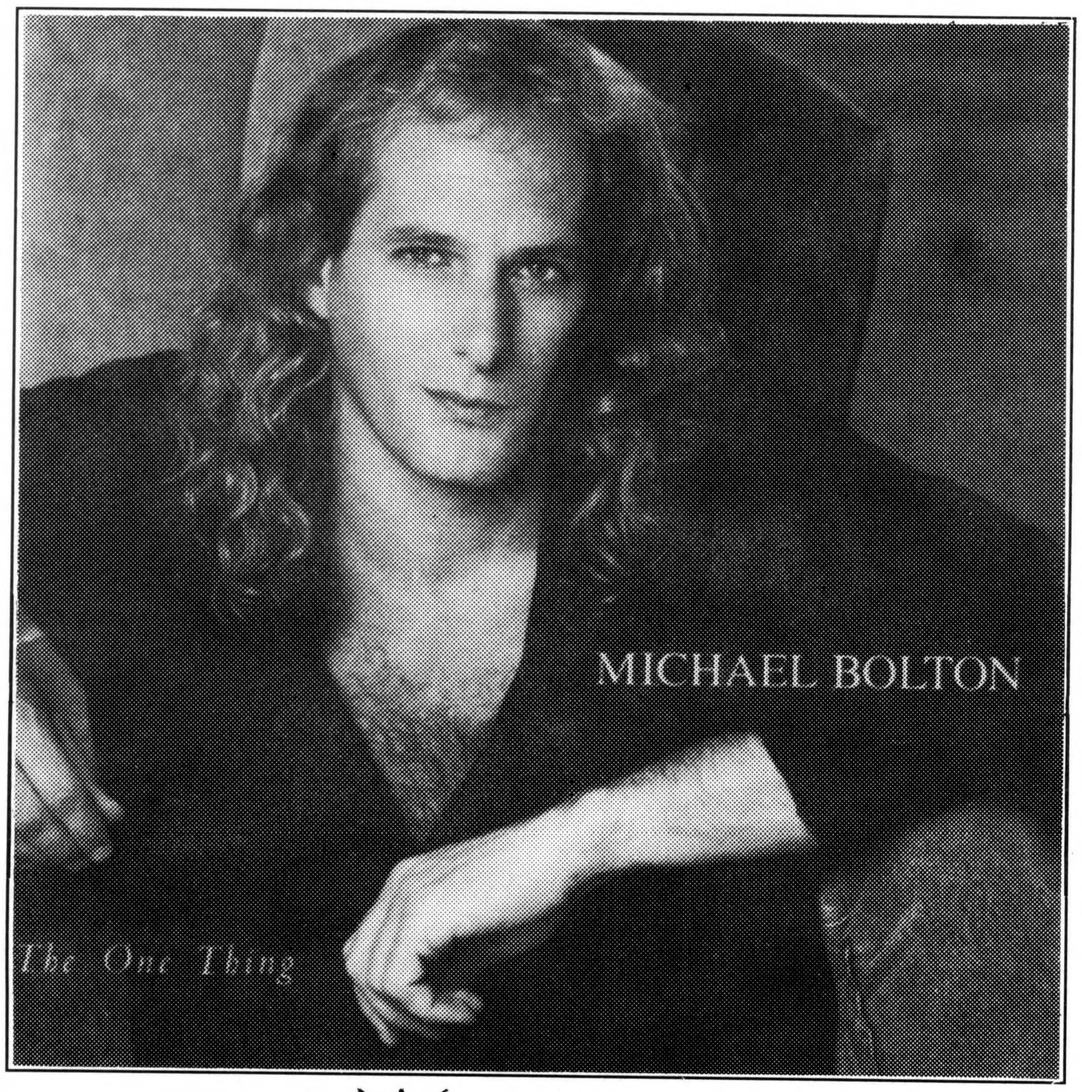
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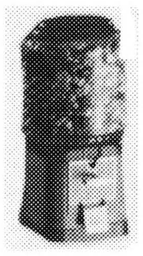
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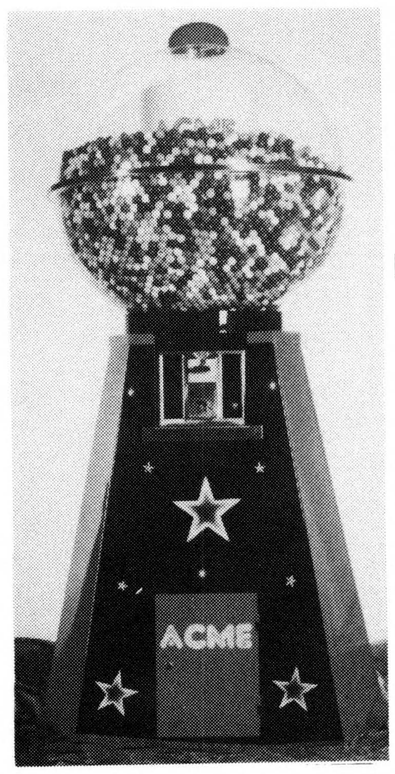
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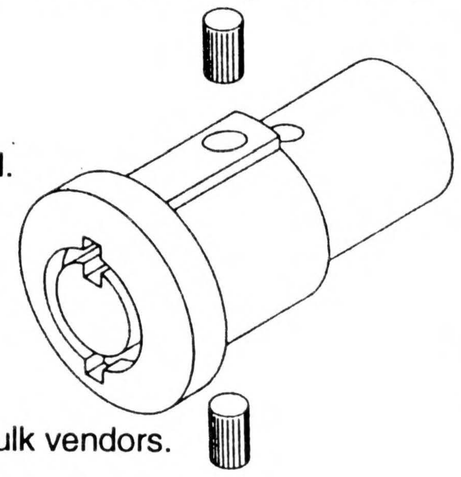
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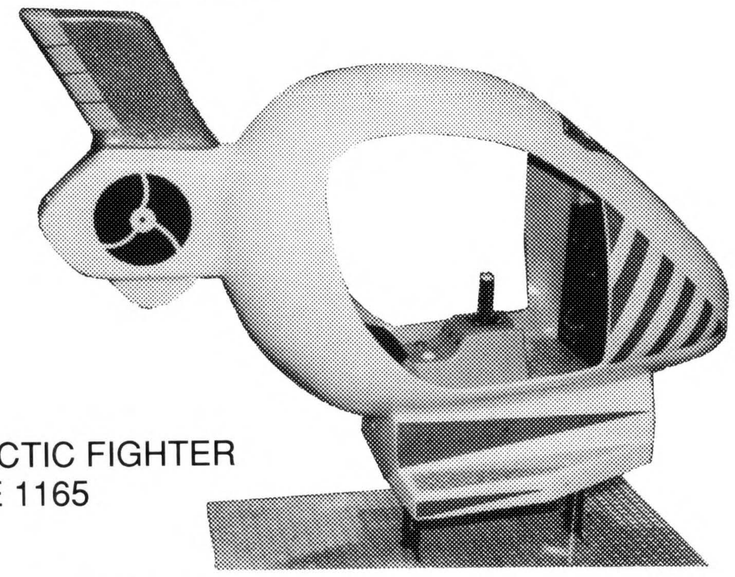
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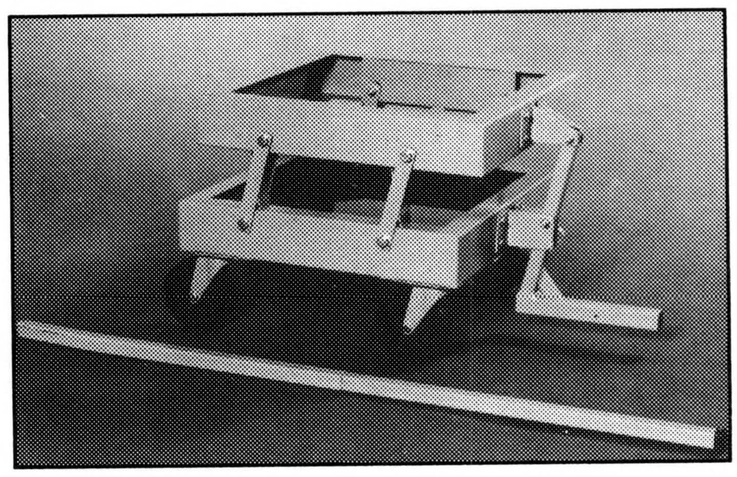
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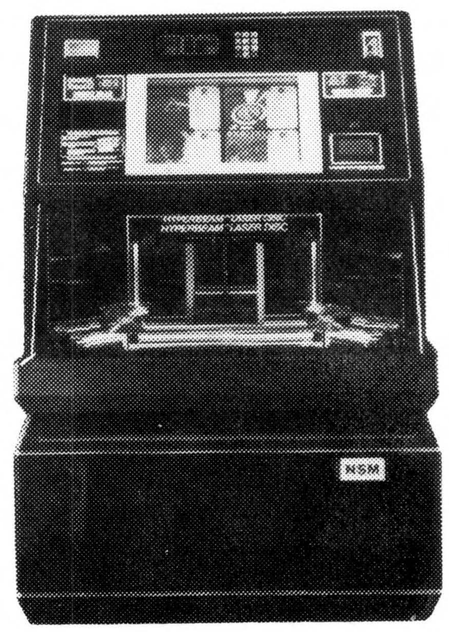
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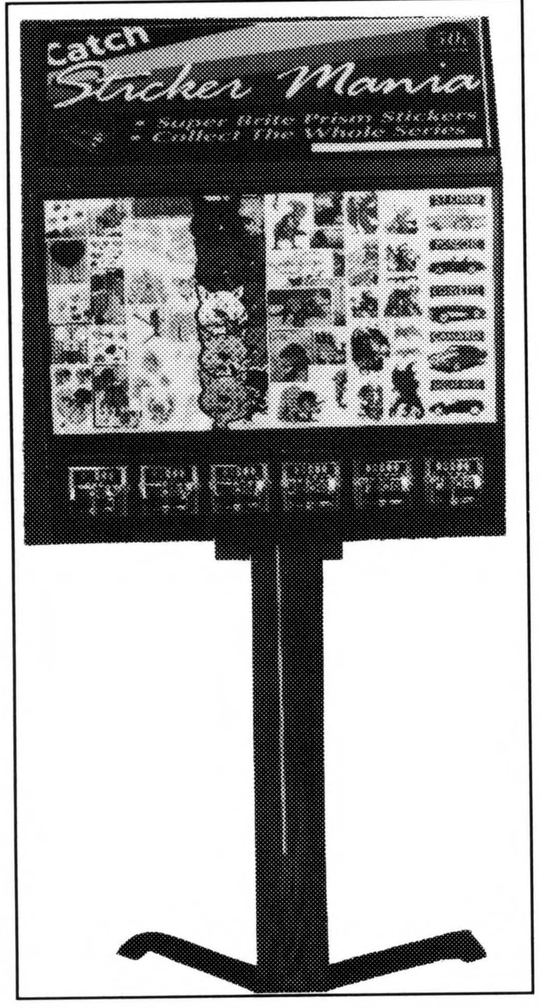
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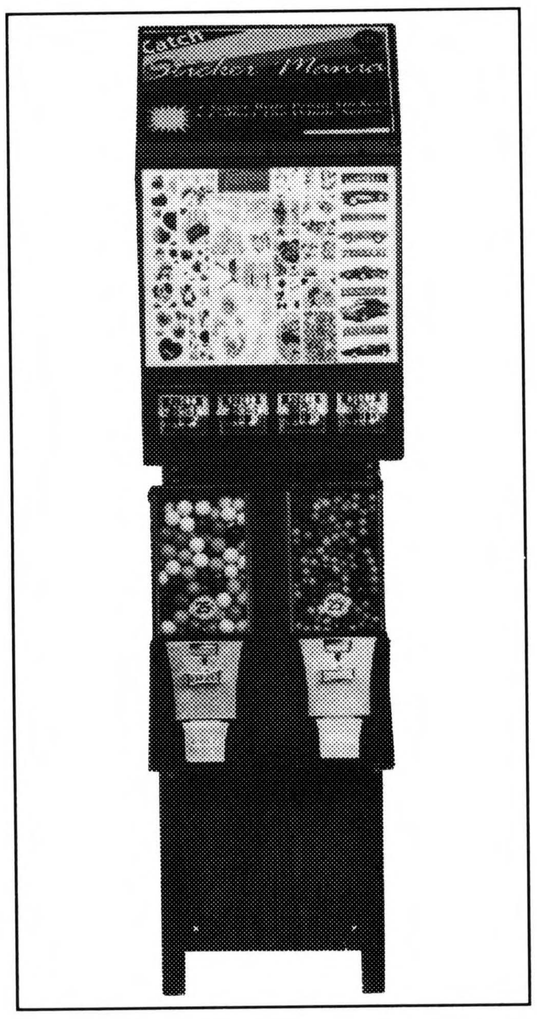


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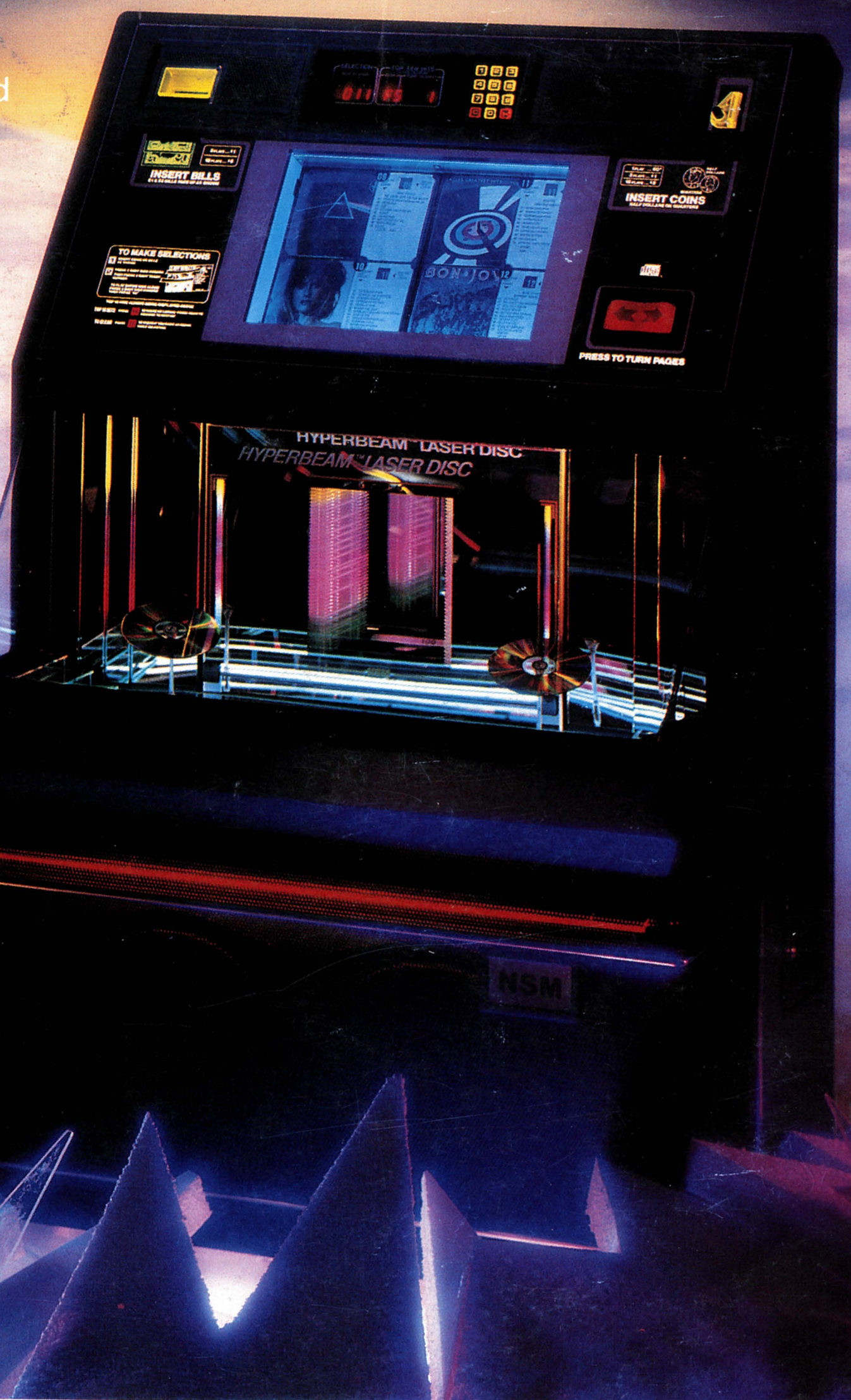
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